

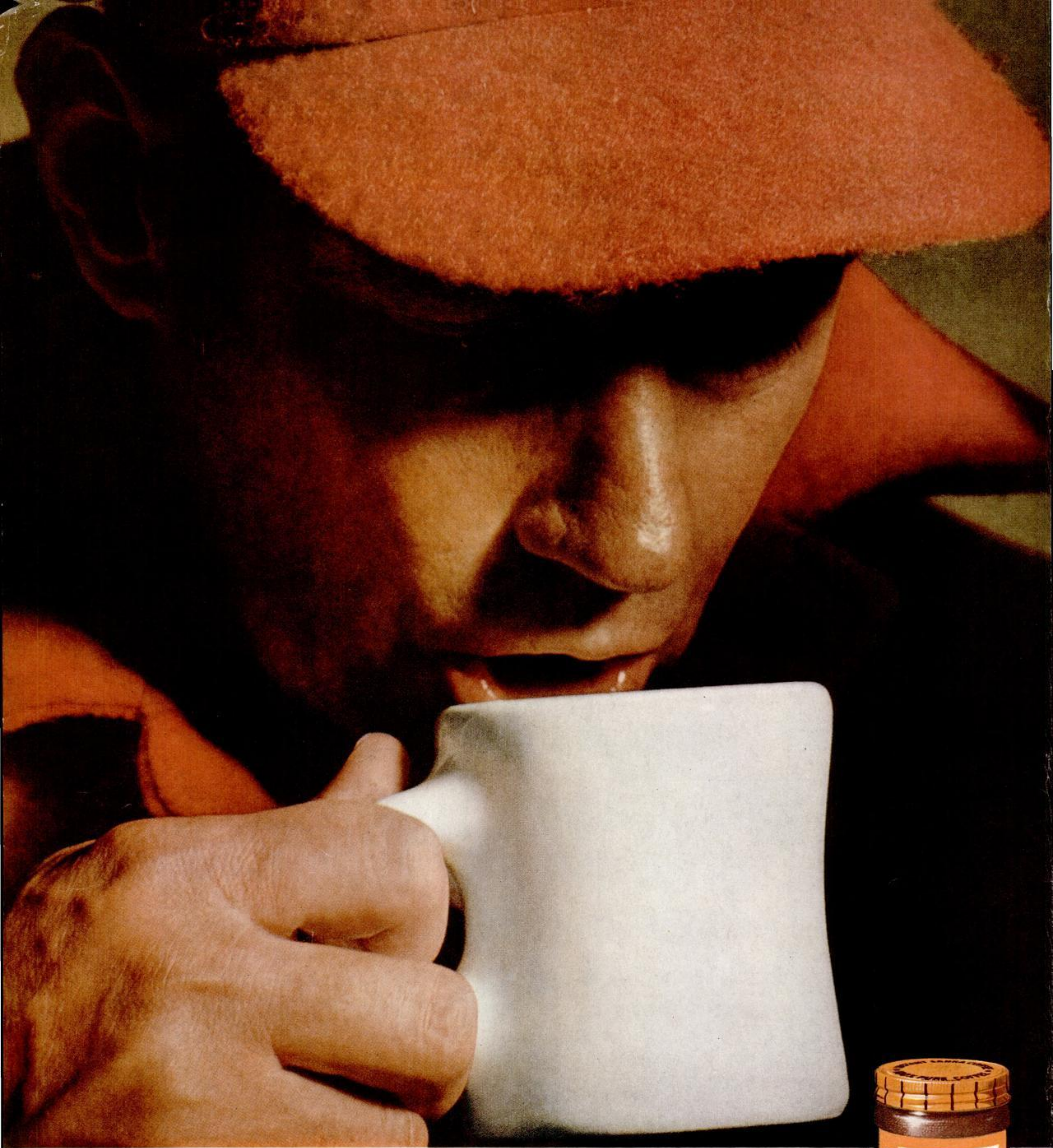
LIFE

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A PENETRATING REPORT OF A PEOPLE IN TURMOIL

A PARIS DISCOVERY:
MARIE-HELENE ARNAUD

20 CENTS

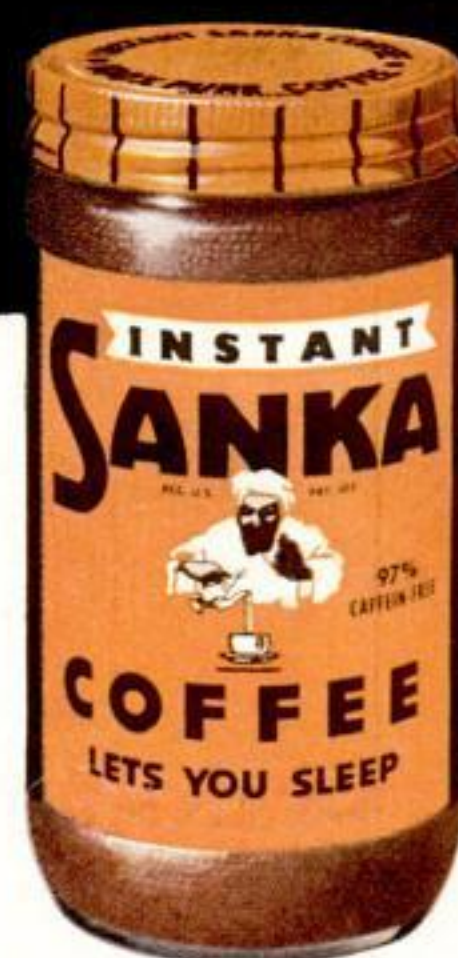
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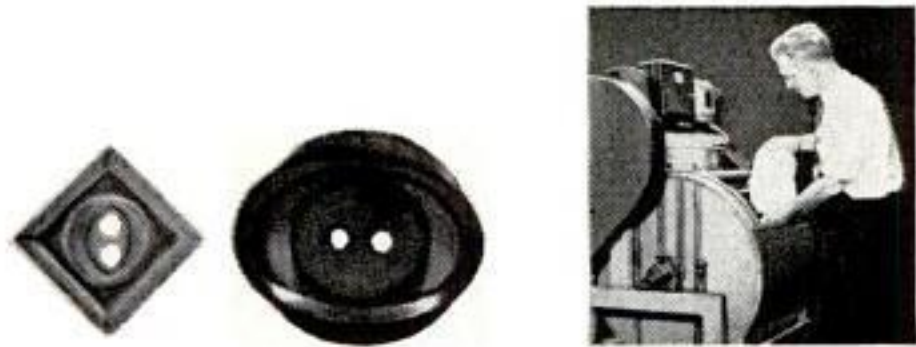
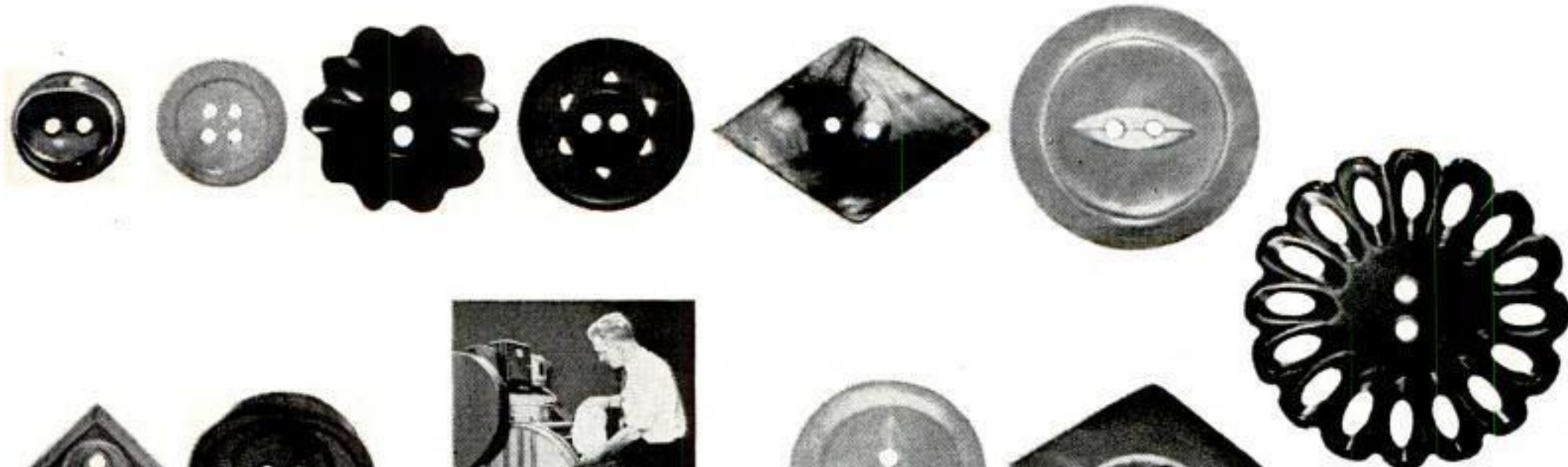
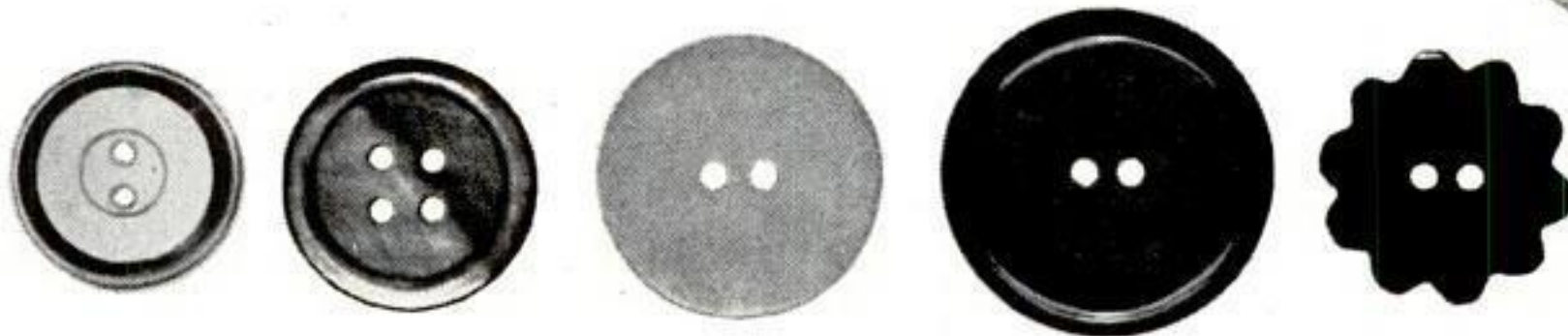
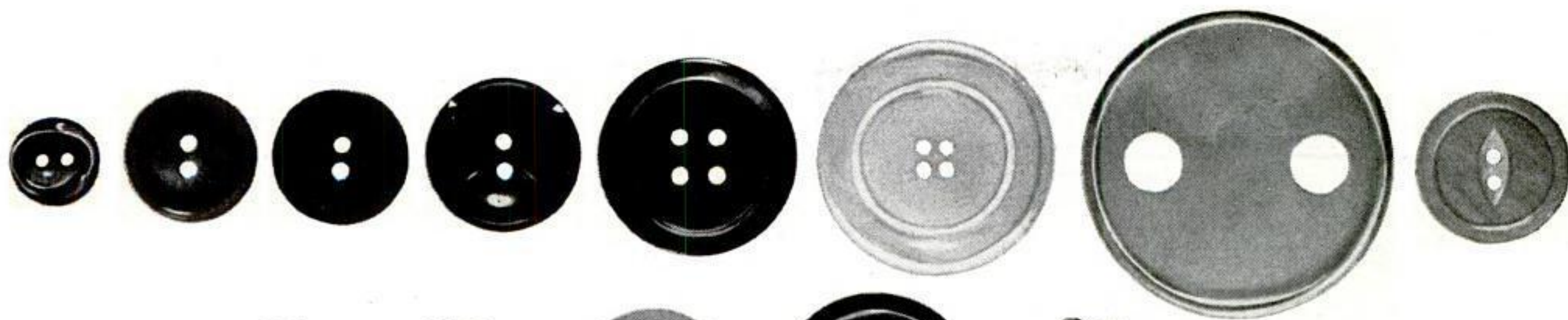
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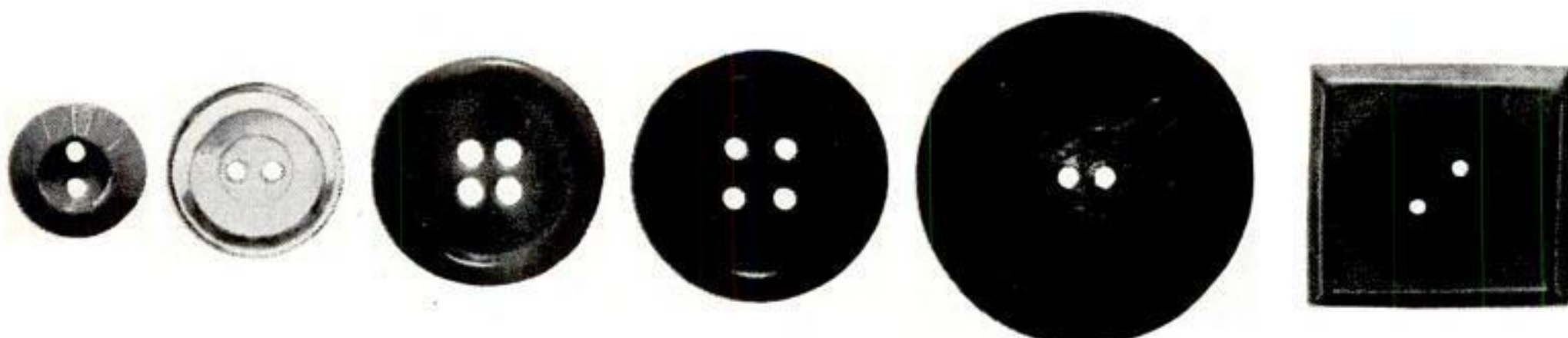
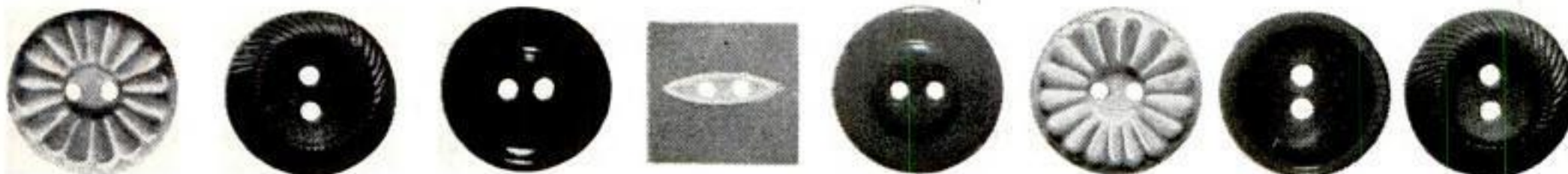
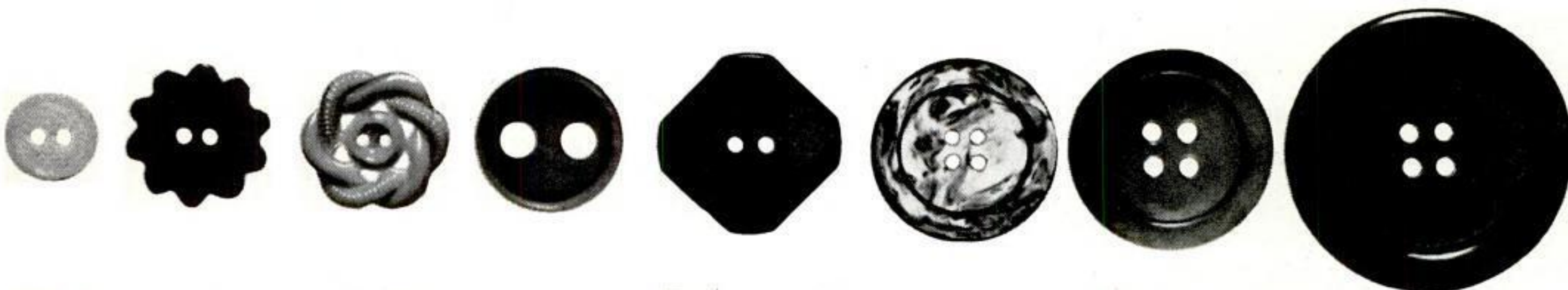
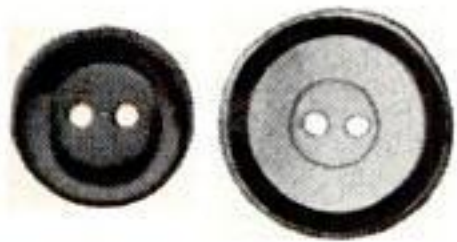


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Our loss—and freedom's

An anguished nation erupts in a cascade of grief following the death of Philippine President Ramón Magsaysay, the sturdiest pro-American political leader in all Asia.



JUST BEFORE DEATH

Living on the South Pole

In a place no men had stood since Amundsen, Americans built a South Pole base. There scientists start a winter's stay, making studies for International Geophysical Year.



POLAR COMMANDER

The toast and talk of Paris

Marie-Hélène Arnaud, a model with a fresh look (and a promising movie future), and Guy Laroche, a designer with a fresh young approach (and a booming business), are new Paris hits.



MARIE-HELENE

Surge for Arab unity

From Baghdad to Casablanca, 80 million Arabs are finding a basis for unity. What it is, how it is expressed, what it forebodes is told in the first of two comprehensive articles.



HAROUN AL RASCHID

A lovely Alpine season

In ten pages of color LIFE shows how spring comes swiftly to the valleys and mountains of lovely Austrian Tyrol with singing and dancing and a burst of blooms.



SPRING HAT

25

COVER

A new Paris discovery, Marie-Hélène Arnaud, showing the fresh young look that has launched her in three careers, wears a spring outfit designed by another Paris discovery, Guy Laroche (see pp. 89-95)

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The Filipinos mourn "our guy," Magsaysay, and so does the anti-Communist world
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The U.S. Antarctic team holed up at the South Pole

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Ferment of nationalism in an angry Arab world. Part I: a long-oppressed people's drive for unity, although slowed by rivalries and backward ways, is a growing force to be reckoned with. By Keith Wheeler

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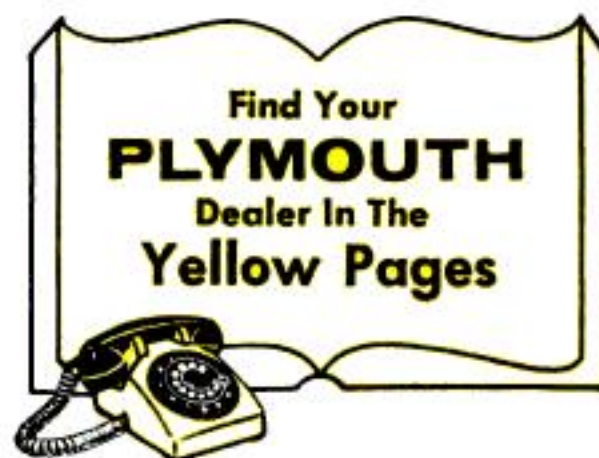
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NUMBER 13



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(Makes 6-8 individual custards)

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- 1 teaspoon vanilla
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undiluted CARNATION
EVAPORATED MILK



Beat ingredients to mix well. Pour custard into 6-8 baking dishes; sprinkle with nutmeg. Put dishes in 2 1/2" deep pan; pour water around custard dishes.



Bake in moderate oven (350°F.) 40-45 minutes, or until knife inserted in custard comes out clean. Remove from water and cool. Add topping, if you desire.

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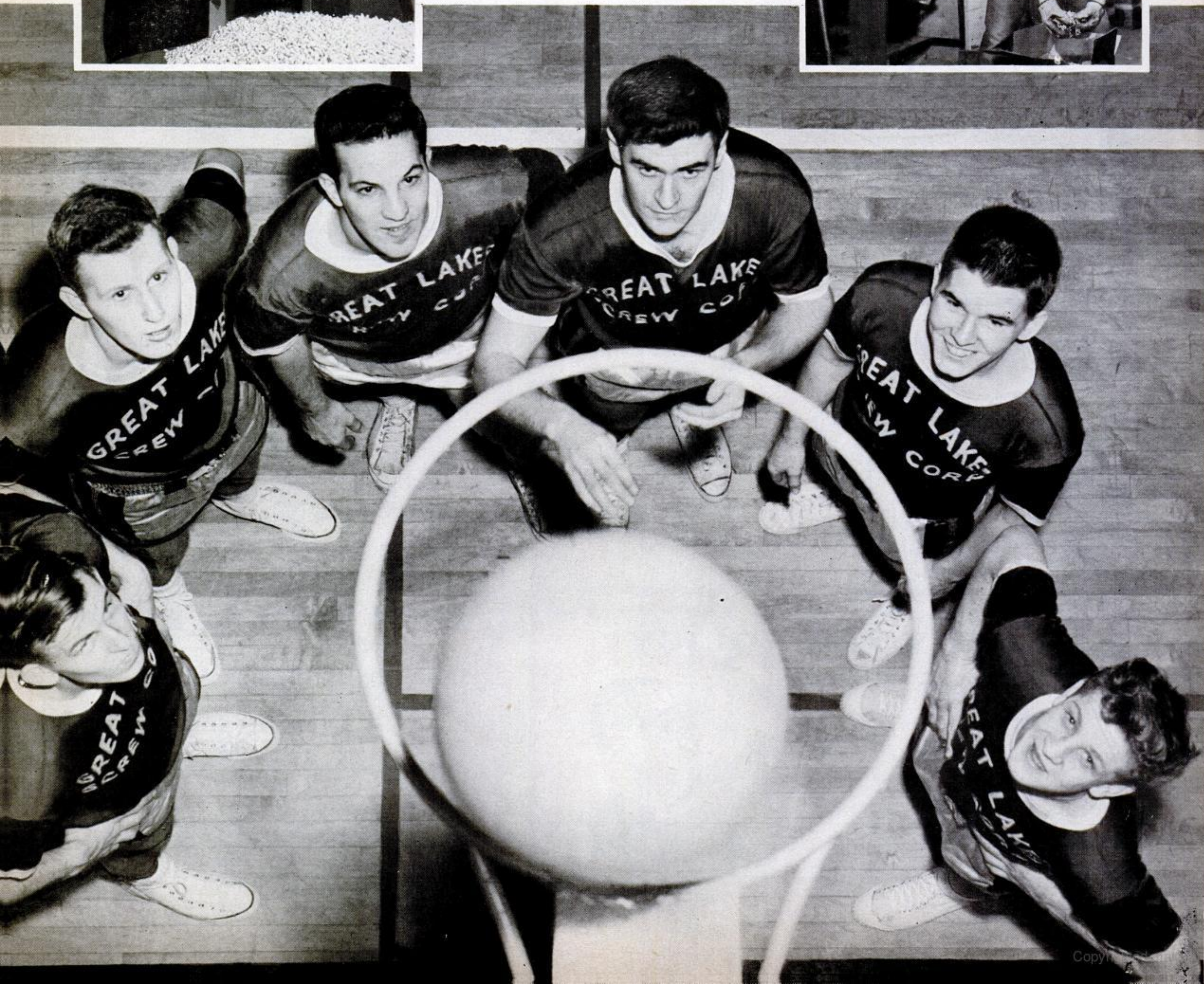
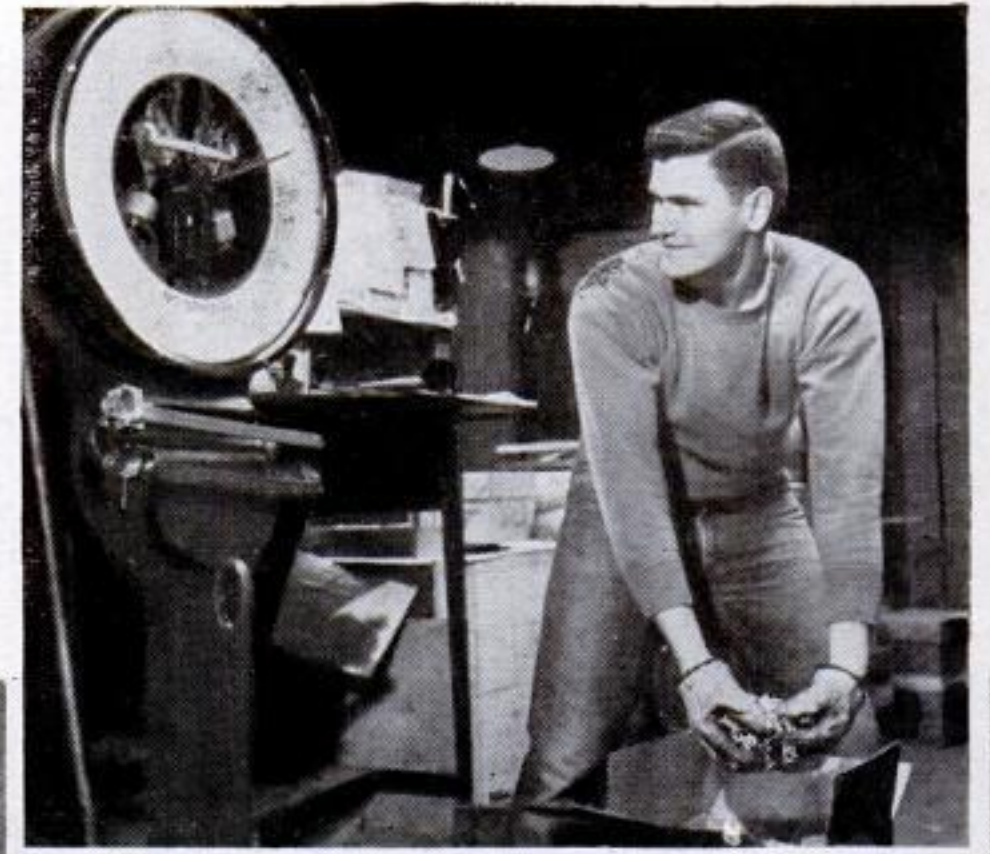
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How modern teamwork in an old onion



TEN YEARS OF TEAMWORK by Jennings and Bob Crawford and their employees has made Great Lakes Screw Corporation a big success. Firm turns out more than 33,000,000 screws a week for 14 GM Divisions and other customers.

ON THE BALL—Below: company basketball team. At right: team member Bob Lively who is weight-counting screw shipment for Oldsmobile Division of General Motors.



pays off warehouse

WHATEVER ITS SIZE—wherever it is—small town, big city—a business is as good as its people. Get them to thinking and working like a team and you're pretty sure to have a success on your hands.

At least that's the way a couple of ex-Hoosier farm lads, Bob and Jennings Crawford, figure it—and with reason. For they've managed to turn an old onion warehouse into the headquarters of a highly successful business—the Great Lakes Screw Corporation. And they've done it in a tough competitive industry in metropolitan Chicago.

New Plant in Old Warehouse

RIGHT AFTER THE WAR, Bob and Jennings got together and decided to start their own screw-making business. They found an old onion warehouse to turn into a plant. Bought 9 screw machines and talked 20 skilled workers into going to work for them.

Then salesman Bob Crawford set out to get orders—and that's where General Motors came in.

For one of his first sales calls was on GM's Fisher Body Division. He got a sample order, delivered as promised, and soon Fisher Body was ordering in million-screw lots.

Then orders started to come in from other GM Divisions like Oldsmobile, Chevrolet, Buick. Today the screw company does business with 14 General Motors Divisions and about 1200 other companies.

New Jobs, New Homes, New Teams

BOB AND JENNINGS did what the owners of thousands of other small businesses do to get ahead—they plowed back their profits, enlarged their plant again and again. Today you'll find about 300 workers running 160 machines in the expanded onion warehouse. And another 61 men and women have jobs

in three other businesses which have sprung up to serve Great Lakes Screw Corporation and other local firms.

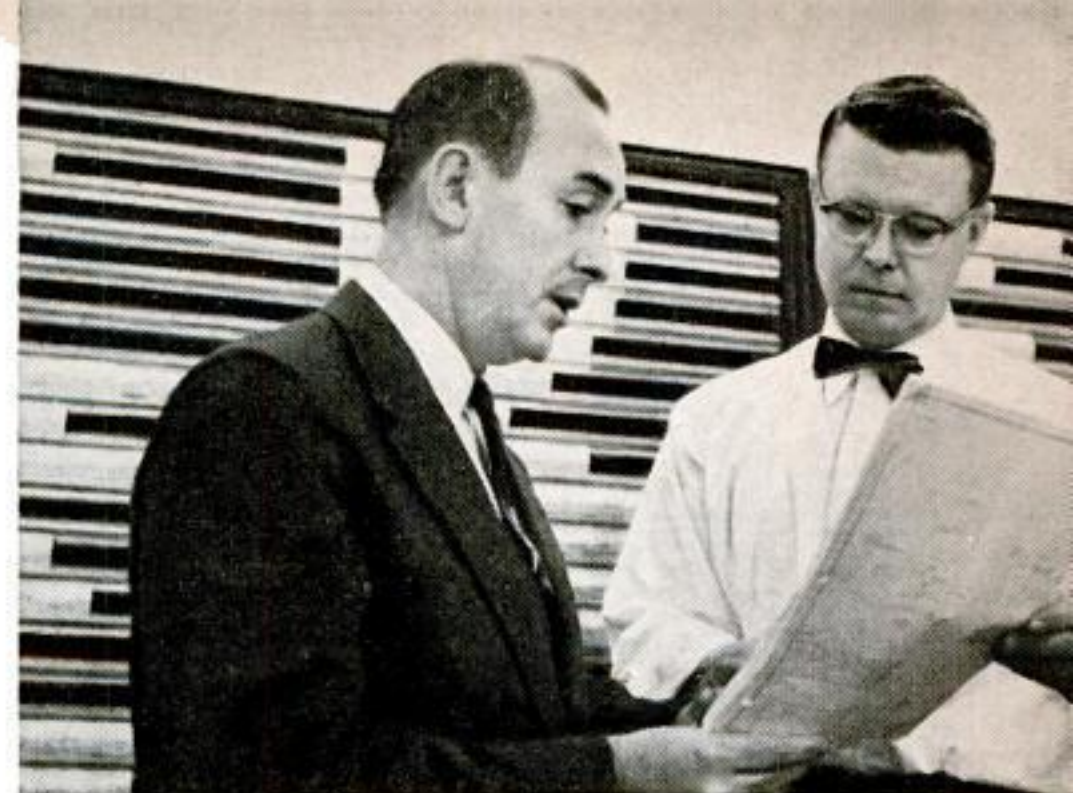
Just walking through the plant you get a feeling that here is a good place to work. Dig a little deeper and you'll find that the company has a retirement program and a medical insurance plan. The company sponsors employe basketball and softball teams—and Bob and Jennings bowl each week with their workers in the company bowling league.

What has happened in Riverdale, Illinois, has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that—if they meet delivery dates with quality products, that GM needs, at competitive prices—General Motors is interested in doing business with them. New business has flowed into these communities—and as a result these communities in every state in the Union share in General Motors' success.

How much they share is shown by the fact that outside sources of materials and services for General Motors receive, in total, close to 50¢ out of every dollar that General Motors takes in.

A National Small Business Network

Every state in the Union has business firms supplying General Motors with goods and services. Of these 26,000 companies, most are small businesses with less than 500 employees. And 39% are relatively new General Motors suppliers—having worked with General Motors for 5 years or less.



PRODUCTION TEAM SPARK PLUGS—Jennings Crawford and Production Manager Clyde Greathouse check blueprint for new half-million screw order from GM's Fisher Body Division.



FAMILY AFFAIR—Grandmother Edna Gary feeds screw blanks to thread-rolling machine set up by her husband Clarence and their son Gordon.



BUSINESS WITHIN A BUSINESS—Employee-run credit union helps workers finance major purchases, built up assets of \$129,000 through payroll deductions in first 18 months of operation.



RECORD EXPANSION—Since screw company started operations, Riverdale, Illinois, and Tom's Market have quadrupled in size. Great Lakes Screw Corporation is one of Chicago suburb's largest employers and taxpayers.

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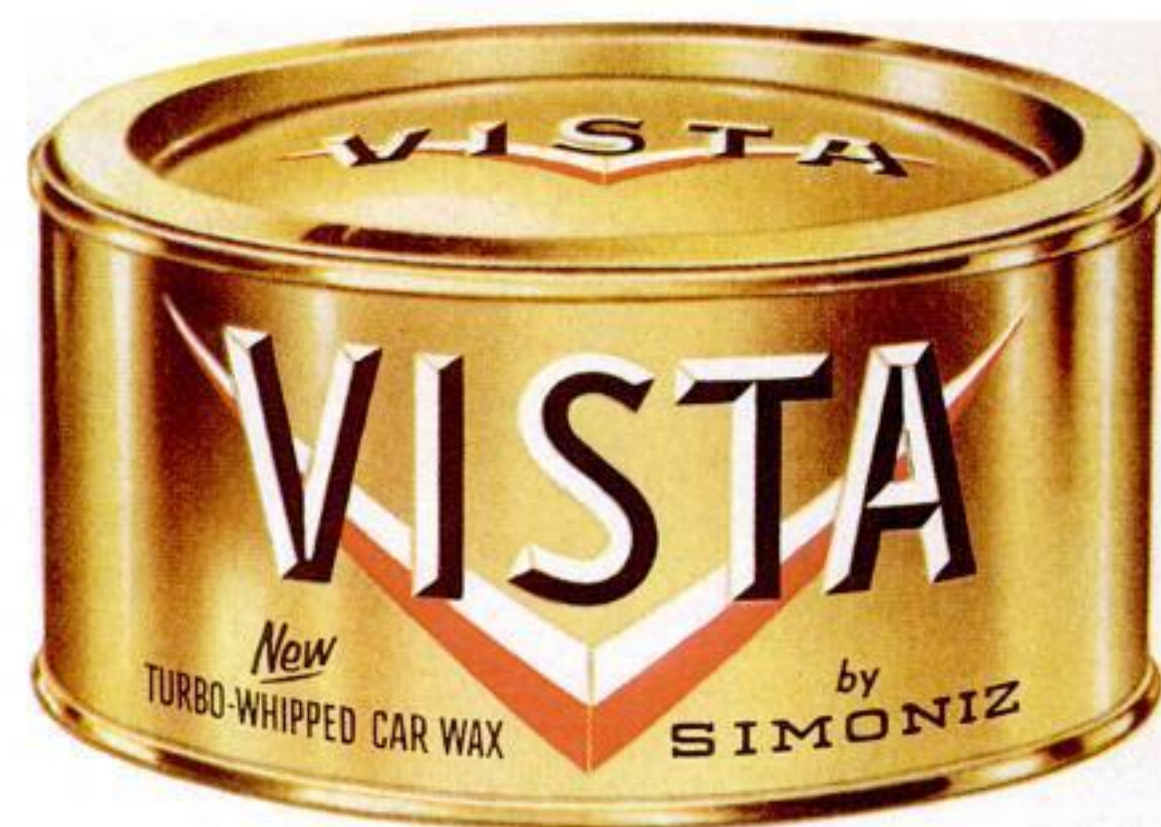
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leaves a hard
paste wax finish
that stands up to
the weather as
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Years
may come
and
years may
go . . .

but

FRY ROOFING is BONDED 20 YEARS!

yes . . . the roof
over your head
is the most
important part

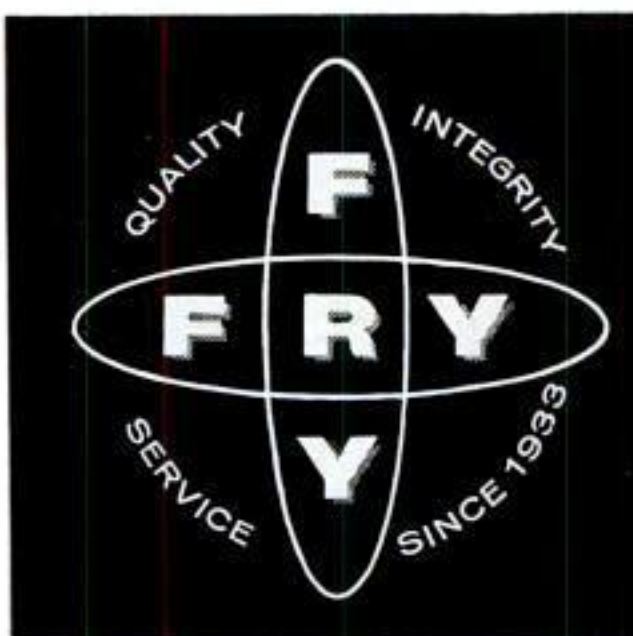
of your investment.

Be sure it's
"Full Value"
Surety Bonded.

LLOYD A. FRY • ROOFING CO.

World's largest manufacturers of asphalt roofing
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General Offices: 5818 Archer Road, Summit
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Today FRY . . . world's largest manu-
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installation in case of specified roof failure.

You can't afford to gamble with a cheap
roof . . . especially because FRY actually
costs far LESS on a per year basis. So . . .
play it safe! Mail the coupon NOW for full
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Enclosed is 10c—for which please send me Booklet
"22 Questions and Answers" that may save me
thousands of dollars, and which includes complete
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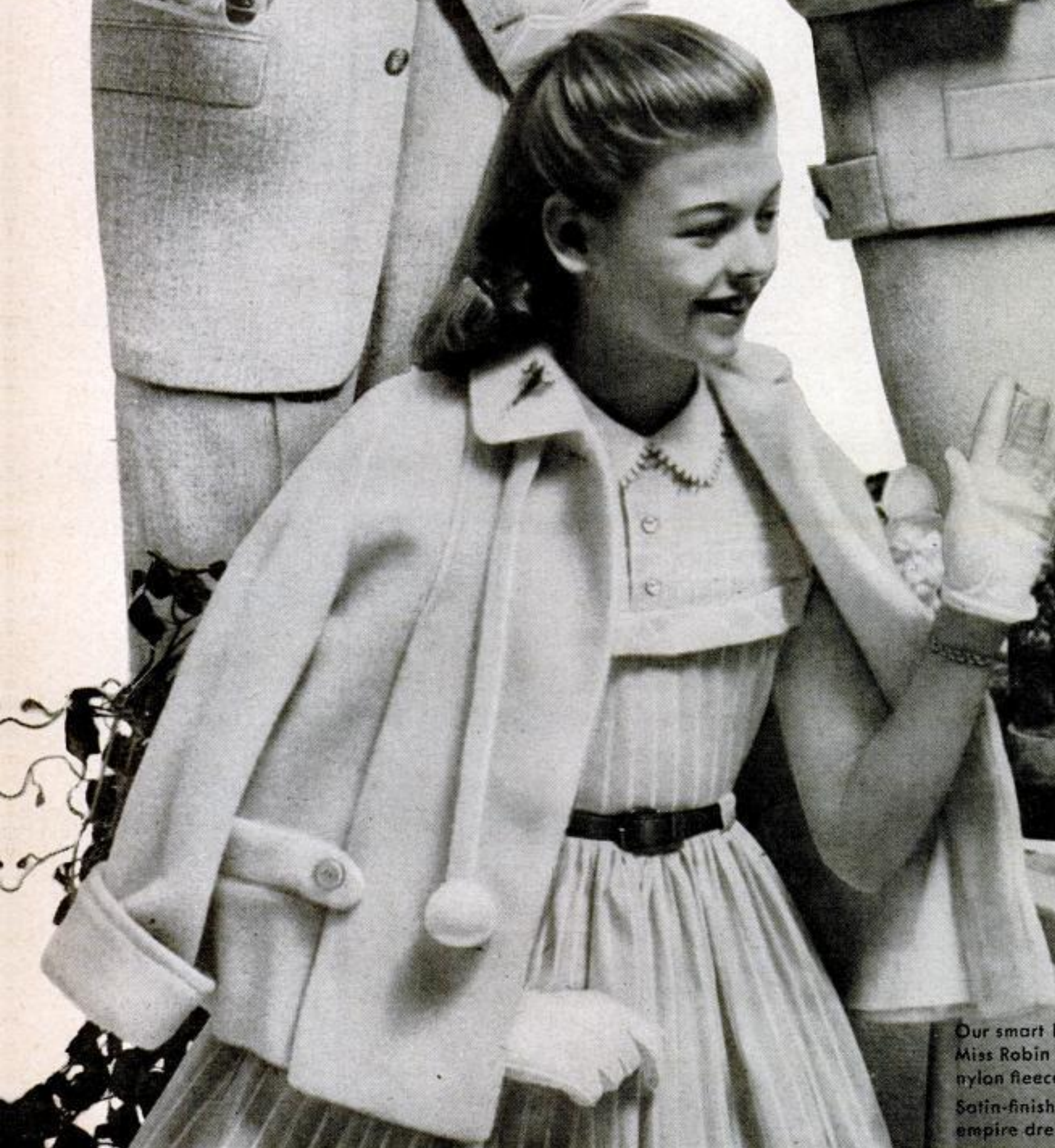
Robert Hall brings down



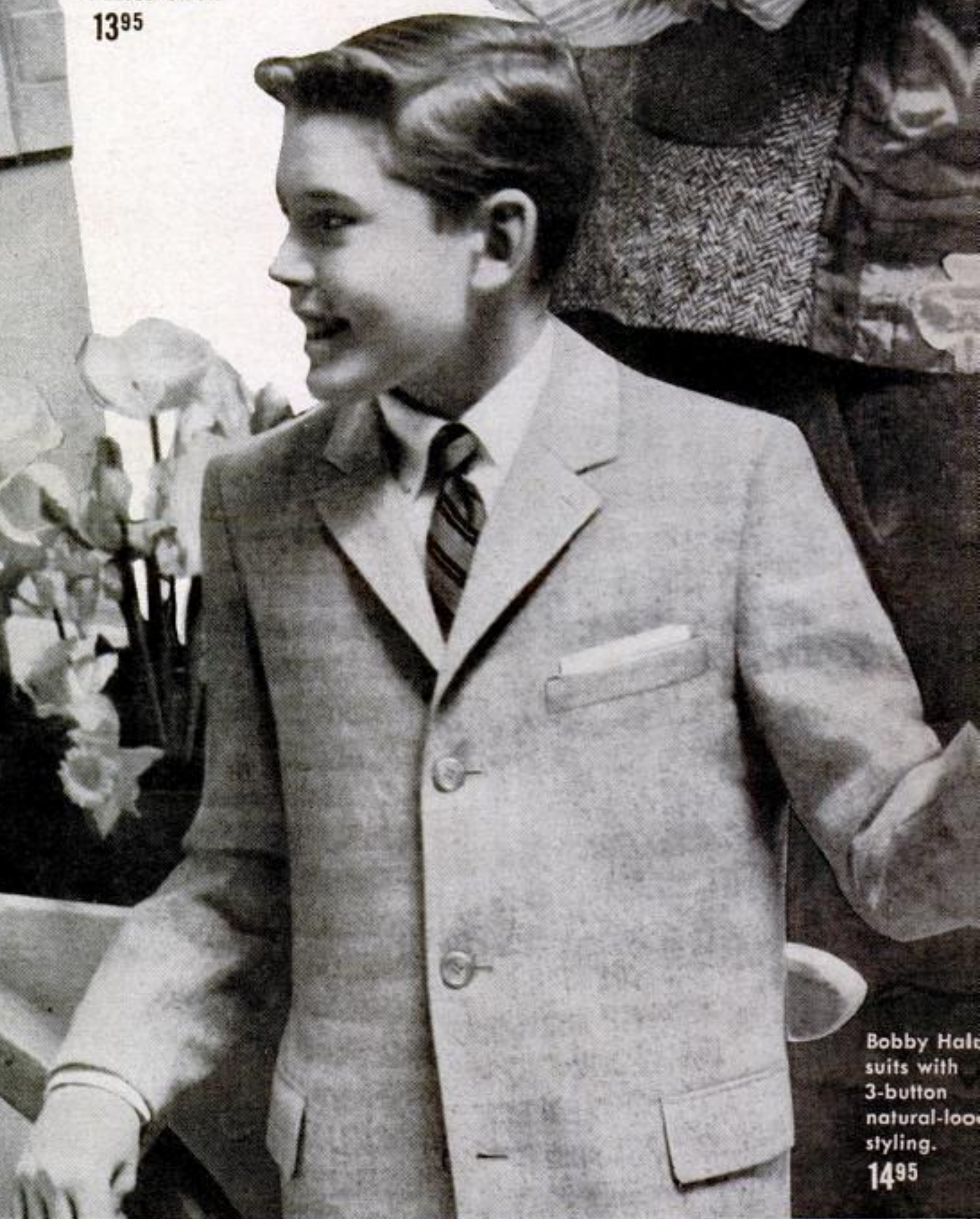
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Westerfield
suits in
100% wool
flannels
and
worsteds.
3195



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in 100% wool.
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1395



Our smart little
Miss Robin
nylon fleece topper.
Satin-finish cotton
empire dress.
969
389



Bobby Hale
suits with
3-button
natural-look
styling.
1495

This merchandise available at all **ROBERT HALL CLOTHING CENTERS** in principal

the cost of dressing up for Easter!

A whole bright new world of fashion at Robert Hall famous low prices!

<i>Jane Hunter Spring coat originals in misses' sizes.....</i>	<i>\$18.95</i>
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<i>Jane Hunter colorful cotton circle skirts for misses.....</i>	<i>3.89</i>
<i>Jane Hunter western tapered chino slacks for misses.....</i>	<i>2.89</i>
<i>Westerfield men's suits in quality flannels & worsteds....</i>	<i>31.95</i>
<i>Glen Douglas men's zip jackets in smart tweed effects....</i>	<i>9.95</i>
<i>Royal Hall men's suits in superbly tailored worsteds.....</i>	<i>37.95</i>
<i>Men's luxury wool sportcoats with new, trimmer styling</i>	<i>19.95</i>
<i>Men's all wool flannel slacks with costly detailing.....</i>	<i>8.95</i>
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<i>Bobby Hall boys' suits with handsome, new trim-styling</i>	<i>14.95</i>
<i>Hall-American boys' reversible gabardine zip jackets....</i>	<i>4.99</i>
<i>Boys' slacks in washable gabardines & fancy weaves....</i>	<i>3.99</i>
<i>Little Miss Robin Easter-bright girls' fashion dresses....</i>	<i>3.89</i>
<i>Little Miss Robin smart nylon fleece toppers for girls....</i>	<i>9.69</i>

Just opened . . . 16 new
Robert Hall super clothing centers
in 16 more cities! Now 250
serving the nation.

cities from coast to coast



Millions save the "Low Overhead Way..."

Your Robert Hall is that fabulous Easter wonderland where the miracle of low overhead puts dollars back in your pocket. From the important fashion centers here and abroad come every season's newest clothing trends for your entire family . . . alive with more color and excitement this Easter than ever. See this biggest value parade in our history right now and save the Robert Hall low overhead way:

NO SHOW WINDOWS . . .
no expensive displays . . . you save!

NO FANCY FIXTURES . . .
Robert Hall cuts costs . . . you save!

NO HIGH RENTS . . .
nearby highway locations . . . you save!

PAY CASH. PAY LESS . . .
no credit losses, no costly bookkeeping!

Robert Hall

See your phone book for the one nearest you ®

A DIVISION OF THE UNITED MERCHANTS & MFRS.



HOWARD SOCHUREK, heavily laden with cameras, climbs aboard B-47 (left) to shoot color story,



"Man's High New Realm," for Air Age issue of LIFE, June 18, 1956. This story was the main basis for his

award, but his political photography, including Senator John Kennedy (right, foreground) as he fought

Prize-winning Press Photographers

Among news photographers no awards command more respect than those given every year by the National Press Photographers Association and Encyclopaedia Britannica. This week, as the results of the world's largest news photo

competition are announced, four top magazine awards go to LIFE photographers.

Howard Sochurek, now assigned to LIFE's Paris bureau, was named Photographer of the Year in the magazine class, the eighth straight

year a LIFE staff man has won the honor. For his unforgettable coverage of the Hungarian revolution, John Sadovy, on a LIFE assignment, won the best picture story award. Staff Photographers Leonard McCombe, Photographer





LEONARD McCOMBE gets his hair trimmed by movie star Kim Novak, a skillful amateur barber, on

20th Century Limited where he shot pictures of her (LIFE, March 5, 1956) that won an award for him.

for the vice-presidential nomination at the Democratic convention in August, also helped him win.

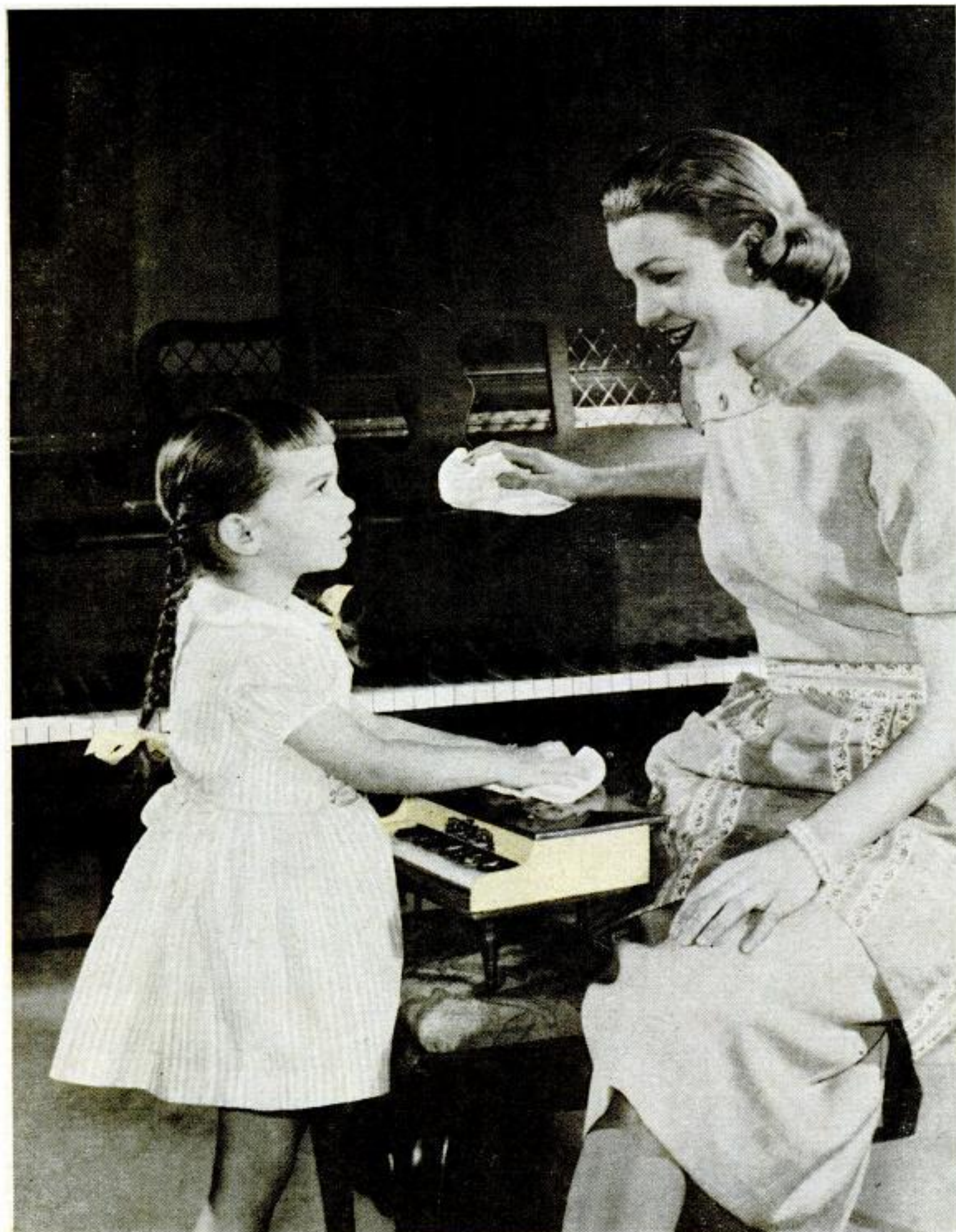
of the Year

of the Year in 1949 and 1954, and Grey Villet, last year's top photographer, took first prizes for best feature and best picture of the presidential campaign. Top awards in the newspaper division went to the men on the next page.



← **JOHN SADOVY** (with a scarf over his shoulder) covers the freedom fighters' attack on the security police headquarters in Budapest at the height of the Hungarian revolution on Oct. 30 (LIFE, Nov. 12).

GREY VILLET focuses a 180-mm. Sonnar telephoto lens at political convention. His picture of Kefauver campaigning, "Hand That Shook the Democrats" (LIFE, April 2, 1956), won him the prize.



"Word of honor, Sue, Mayflower will take good care of both our pianos!"

Mother's promise is safe . . . and so is Sue's piano. For we of Mayflower pride ourselves on giving *all* household goods the same "Precious" care . . . whether their value be great or small, material or sentimental.

In fact, we operate our own training school, complete with a furnished "laboratory" home, where our men learn modern Mayflower methods of protecting everything from pianos to planters.

Call your Mayflower agent. He'll answer all questions, and leave a free "what to do" booklet that will help you get through moving day with less work and no worry!

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS



Mayflower service is available through selected warehouse agents throughout the United States and Canada. Your local Mayflower agent is listed under Moving in the classified section of your telephone directory.



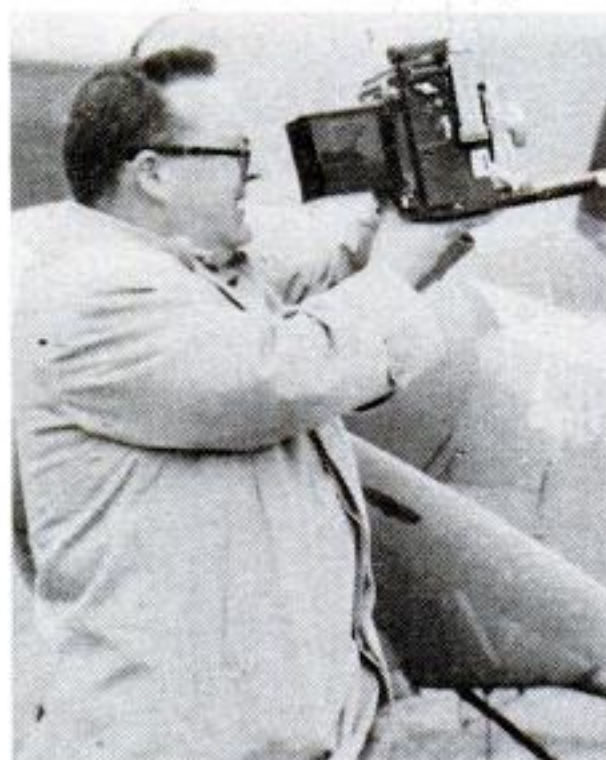
America's finest long-distance moving service

PRIZE PHOTOGRAPHERS CONTINUED

LEADERS ON NEWSPAPERS



GEORGE A. SMALLSREED JR. of Columbus (Ohio) *Dispatch* was selected as the Newspaper Photographer of the Year. A general assignment photographer for the past 10 years, he won award by an accumulation of points for outstanding coverage of flood, crime and sports, and people in the news.



HARRY TRASK of Boston *Traveler* won in the Newspaper Picture Story category for pictures of sinking of *Andrea Doria* (LIFE, Aug. 6).



ROBERT WILLIAMS of Memphis *Commercial Appeal* specializes in children and animals, won feature award second straight year.



A. AUBREY BODINE of Baltimore *Sun* is Newspaper-Magazine (Sunday supplement) Photographer of the Year. Bodine specializes in scenic pictures, many published in his books *My Maryland* and *Chesapeake Bay and Tidewater*. He has won hundreds of prizes, including 12 sets of Encyclopaedia Britannica.



Airtemp

DIAL
"SPRINGTIME"
ANY TIME
With Chrysler's

AIRTEMP AIR CONDITIONING!

It's so easy. Just dial the temperature you want. Then in summer you get cool, crisp air... free from mugginess. In winter, you get warm, comfortably humidified air.

All year long, you have air that's cleaned and circulated quietly and gently.

So give your family and your home "eternal Springtime"—summer *and* winter!

Airtemp is engineered by Chrysler—for simple operation, for long service, for low cost.

Modernizing? You can add Airtemp cooling to your present home for as little as \$23.96 monthly.

Buying? Ask your builder how little it can cost—as low as \$5.00 a month—to include Airtemp air conditioning.

Building? That same low \$5.00 figure can put Airtemp *Yearound* Air Conditioning in the home you plan.

So be an early bird! See your Airtemp Dealer before the season rush starts.

**AIR CONDITIONING
OR HEATING**

—FOR A ROOM

—A HOME

—A BUILDING

—AN AUTOMOBILE

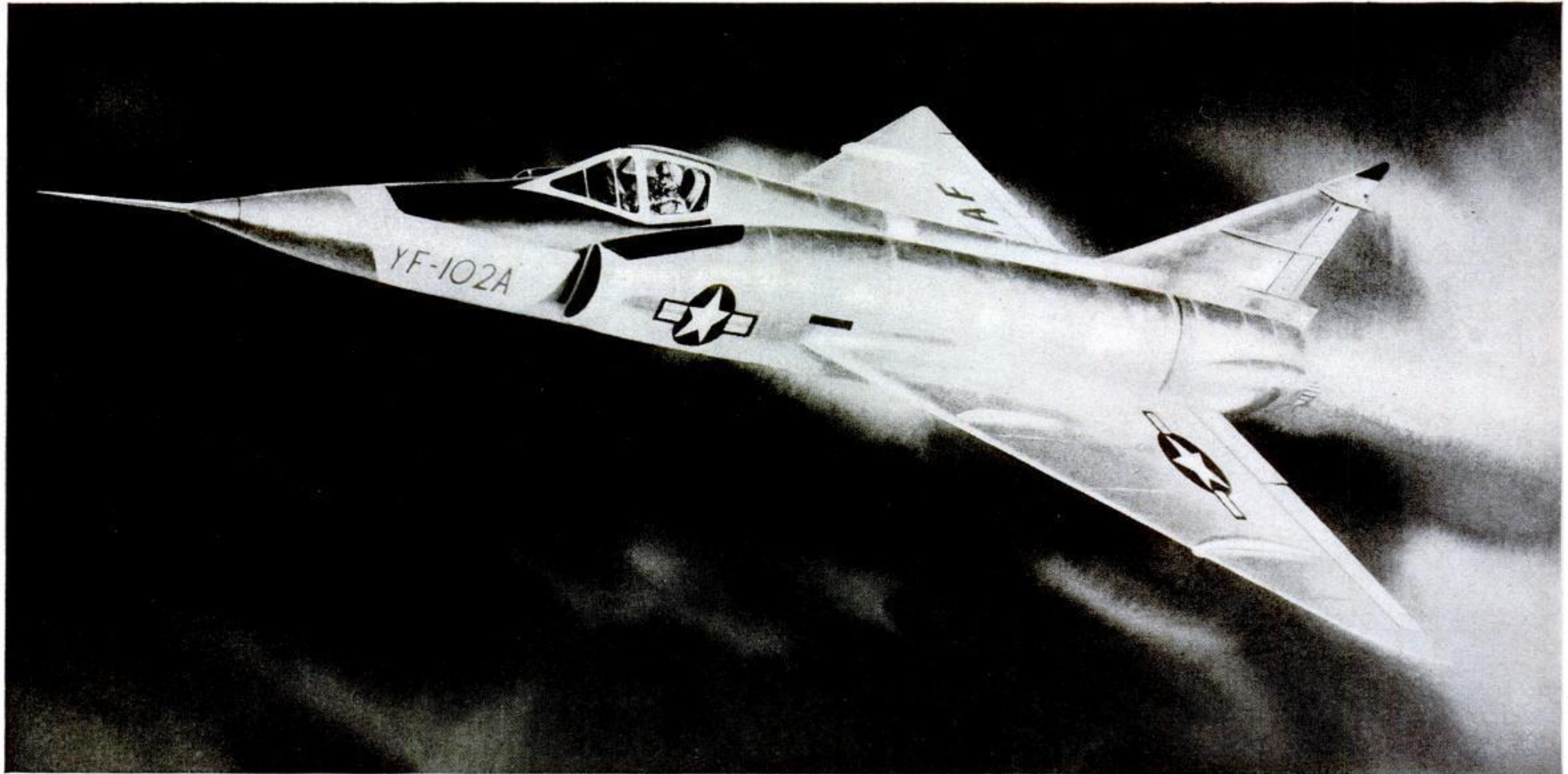


FIND YOUR AIRTEMP DEALER IN THE YELLOW PAGES



DAYTON 1, OHIO

BURSTING THROUGH THE SOUND BARRIER...



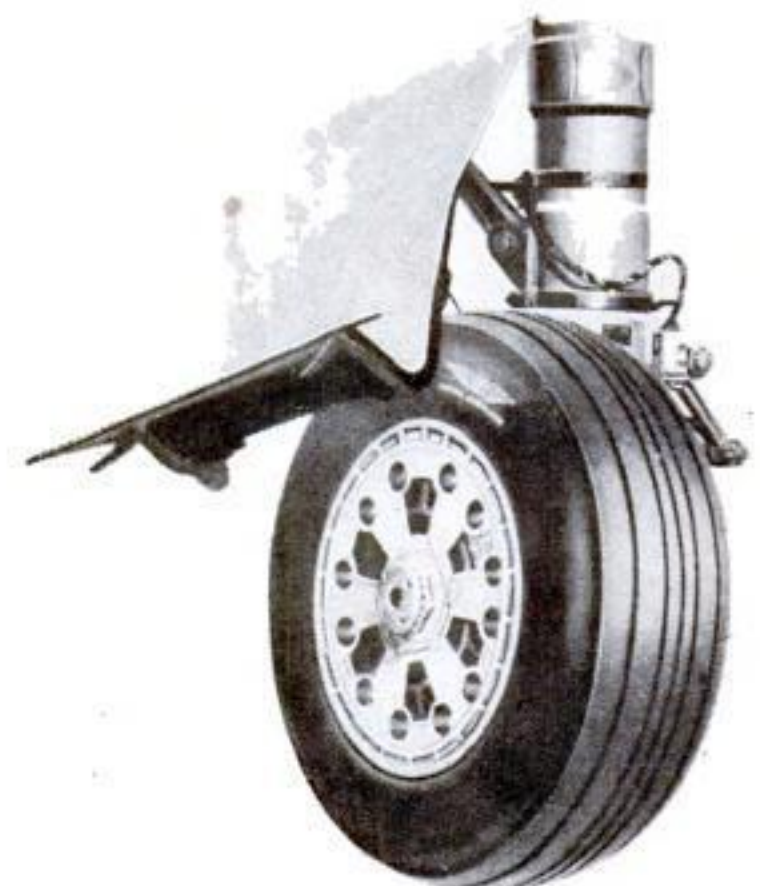
U. S. A. F.—CONVAIR 102-A

MEANS BETTER TIRES FOR YOU!

How U. S. Rubber Engineers have met the toughest tire problems to the benefit of all of us

It has been impossible. It has taken a little longer. But it's been done! Every day U. S. Rubber engineers are working in close cooperation with the Armed Forces to produce aircraft tires which must withstand ever greater amounts of heat, speed, impact, and load. They have been successful in doing this because U. S. Rubber has the equipment, the experience, and the research facilities to meet the needs of military aircraft. And, this experience is **reflected directly in the quality of the U. S. Royal tires you drive on!** Nylon cord, for instance, was introduced by U. S. Rubber first through an aircraft tire. Today this same nylon cord gives added strength and blowout protection to many U. S. Royal tires. In a very literal fashion, out of the "wild blue yonder" have come safer, more dependable U. S. Royal tires for every truck and passenger car need!

U.S. Royal Tires



United States Rubber

Rockefeller Center, New York 20, N.Y.

In Canada: Dominion Rubber Company, Ltd.

See things you never saw before. Visit U. S. Rubber's new Exhibit Hall, Rockefeller Center, N.Y.



Mowing is so easy

with

Sunbeam®

POWER MOWERS

**FREE
WHEELING**

and

**SELECTIVE
SPEEDS**



Simply lower the handle to drive the mower. Just raise the handle for free wheeling around flower beds, trees, and fences.



Higher speeds for normal grass, faster mowing. Slower speeds for heavy grass, weeds, mulching leaves or for use by elderly people.



- Self propelled with adjustable speeds—from a slow to a fast walk
- Powerful 2¾ H.P. 4-cycle Briggs & Stratton engine with automatic recoil starter
- 5 cutting height adjustments from 1 to 3 inches • 21" cutting blade
- Low tone muffler • Built-in Sunbeam quality throughout

So easy-to-operate! Simply move handle down and rollers engage wheels to propel mower. Just raise handle to disengage drive for Free Wheeling. It's as easy as that. Cuts grass or tall weeds. Selective Speeds lets you choose the best speed to meet your particular needs. Faster speeds for the large estate or the professional—lower speeds for heavy grass, mulching. Only \$159.95. (Colo. & West, \$162.95). Leaf Mulcher attachment, saves leaf raking and burning, \$4.75.

Lightweight...just 29 pounds

Sunbeam®

twin-blade ELECTRIC MOWER

Here's another popular Sunbeam Mower! An outstanding twin-blade electric mower that gives you *All* the advantages of power mowing at low cost. Powerful ONE HORSEPOWER Sunbeam motor—operates on ordinary residential current. With swing-over handle for 2-way mowing. Convenient cord-holder on handle. 18 inch cut. Close side trim. Only \$79.95. Leaf Mulcher attachment, only \$6.75.



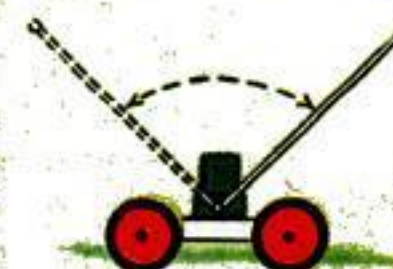
Lightweight — just 29 pounds. Easiest-to-use. Easiest-to-store.



Close Side Trim. Twin Blades and special housing guards against scalping.



Twin Blades — Smoother mowing.



Swing over handle for 2-way mowing.

Look for the MARK OF QUALITY . . .

Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois

Now—a full strength anti-perspirant
for “difficult cases”



People differ in their need for an anti-perspirant. Here, at last, is protection for even “difficult cases.”



Prefer a Cream deodorant?

You'll find *New Fresh Cream* the neatest, nicest cream deodorant you ever used. It even looks fresh, with a little dimple on top when you open the jar.

Fresh is a registered trademark of Pharma-Craft Company

New *Fresh* Stick

WITH CONTINUING DRYING ACTION

If you have found you have to use a deodorant every day, if you know you really need extra protection, if you switch from one deodorant to another constantly, ladies and gentlemen, this New Fresh Stick is for you.

Scientists at Fresh discovered it—the new moisture-absorbing ingredient that gives New Fresh Stick *continuing drying action*.

It gets underarms dry in seconds . . . ends all danger of perspiration, moisture

and odor when used daily . . . and still New Fresh Stick is harmless, no matter how often you use it. In addition, it goes on dry, invisibly, without any greasy or runny messiness.

In New Fresh Stick you use this highly effective formula *full strength*. Yet it can't harm clothes, it's gentle to your skin, because it's *non-acid*. In fact, New Fresh Stick is as free from acid as a fine facial soap.

Ever hear of anything like it? It's the newest—and greatest for daylong protection.

LETTERS TO THE EDITORS

THE NEGRO AND THE NORTH

Sirs:

Congratulations on "The Negro and the North" (LIFE, March 11). You gave readers a good look at the main problem—ourselves. Many of us may say that we want to hold out our hands to help our Negro friends across the Jim Crow barrier, but most of us are just rooters waiting for somebody else to lead the way.

HENRY J. SANG

Menlo Park, Calif.

Sirs:

Our business opportunities are improving, but I would rather stay hungry than eat at a restaurant where I am made to feel I am not wanted.

ELIZABETH BRADLEY

East Orange, N.J.

Sirs:

I am one of those who, while condemning the South, does some of the exact things you refer to.

Two years ago the principal of the school where I was a teacher asked me if I could rent an apartment to one of the Negro members of the staff. He is a fine man whom I would be glad to have as a next-door neighbor. Yet I had to say no. My building is rented to white people and I simply do not have the money to risk being a crusader.

JACK DOWN

East Lansing, Mich.

Sirs:

Thanks for clearing up the fact that the northern finger pointed at the South has a very dirty fingernail.

FLOREDA DUKE

Gainesville, Fla.

Sirs:

You appear to be surprised that the white people in the North have the good sense and decency to discriminate as well as the South.

D. W. MCKINNEY

Clarksburg, W.Va.

Sirs:

The Negro wants to penetrate into white neighborhoods and there is no objection to one decent Negro moving in. But once admitted, more will follow, and within the space of two years a once safe and clean neighborhood is no more clean, no more safe, no more decent.

If there is any discrimination, all the white people of Chicago will agree that it is against the whites, who are now fighting a losing battle to keep their city clean, decent and safe.

JOHAN A. SMIDT

Brownsville, Texas

Sirs:

It is not true that "no top American symphony orchestra employs any Negro instrumentalist." Henry Lewis, double-bass virtuoso, has for years been a member of the Los Angeles Philharmonic Orchestra, joining while still a student at University of Southern California. We consider the orchestra fortunate to have his impressive talent.

HALSEY STEVENS
Los Angeles, Calif.

Sirs:

Archie Harris must have been very tired after getting out of the Air Force. To fly 10,000 hours as a bomber pilot during World War II he would have had to fly 6 hours and 51 minutes a day for four years. Am I correct in thinking the 10,000 hours should have been 1,000?

RHODES R. FROST

Gallatin, Tenn.

● Yes.—ED.

GREEN TUNNEL VS. BILLBOARD JUNGLE

Sirs:

Congratulations on your editorial, "Green Tunnel vs. Billboard Jungle" (LIFE, March 11).

It is a charming relief to see outdoor advertising structures breaking the monotony of tiresome driving.

LORETTA FONTANA

San Francisco, Calif.

Sirs:

If you allow one sign along the open countryside, you have to allow all—and soon the landscape is hideous.

Highway users will provide most of the \$100 billion that will be spent on roads within the next 15 years. Hence, we users are fully justified in urging planned roadside development.

HARRY I. KIRK
President

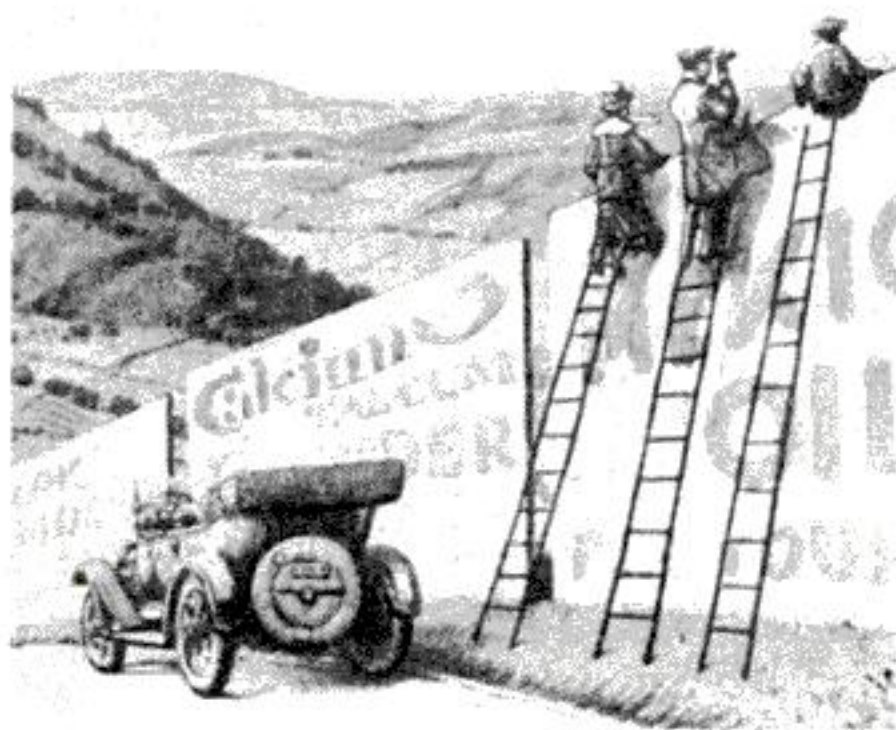
American Automobile Association
Washington, D.C.

Sirs:

Delighted to note the favorable change in your editorial policy regarding outdoor advertising. Back in 1917 the old LIFE predicted a dreary and inaccurate future for the American motorist.

WILLIAM E. BOLES

Boston, Mass.



OLD "LIFE'S" VIEW OF BILLBOARD FUTURE

SENATOR JOHN KENNEDY

Sirs:

The Democratic party need not fear Mr. Nixon (or anyone) as long as it has men like Jack Kennedy among its ranks ("A Democrat Says Party Must Lead—Or Get Left," LIFE, March 11).

LIFE has performed a great service for the nation's Democrats by printing his fine article.

WILLIAM HOXWORTH

Doylestown, Pa.

Sirs:

Senator Kennedy has given us several good reasons for voting Republican in 1960.

PAUL R. ECKLOR

Dayton, Ohio

TALES OF SCANDAL

Sirs:

Apparently LIFE, like a large segment of the public, has been unaware of the distinction between amusement-type and gaming-type pinball machines. The machine showing "Tilt" which illustrated your article, "Senators Hear Tales of Scandal" (LIFE, March 11), was of the former type. The amusement type, awarding limited free plays, which must be played off, costs around \$300 and may gross \$10 or \$15 weekly. The gambling type, evolved from the old bell-fruit slot machines and containing structural elements to determine odds, record free games and control amounts won without the necessity of play-offs, costs in excess of \$600, produces fabulous returns. The Federal government has recognized this distinction since 1941, taxing amusement machines at \$10 per year, gambling machines at \$250.

The amusement pinball machine which you used for your picture was manufactured by my client, D. Gottlieb and Company, Chicago, Ill. The Gottlieb amusement machines are not the product involved in the Portland scandals. The company has spent years disassociating its machines from those produced by other segments of the coin machine industry which are designed and used for gambling. The Gottlieb machines are designed for amusement only, with structural elements which render them unfit for use by gambling

device operators. They are not found where the fixers and the racketeers have taken over.

The damage threatened the Gottlieb Company by this erroneous identification of its products with the Portland, Ore. scandals is obvious. I urge you to counteract it with an explanation of the difference between amusement-type machines and those used to flout gambling laws in Portland and elsewhere.

RUFUS KING

Washington, D.C.

● The machine identified in the picture was, indeed, an amusement pinball device having no connection with the Oregon scandals and which was displaced in Portland by the gambling pinball devices. The picture was used to illustrate a term that has come into the language and was not intended to show the machines actually involved in Portland.—ED.

CAMPUS LOVE LEFT OUT IN COLD

Sirs:

"Campus Love Left Out in Cold" (LIFE, March 11) gives a very misleading impression of the University of Michigan. Unlike the picture presented, Michigan is not what one would call a typical "playboy" school. We at the University pride ourselves on our high academic standards and not on our social life.

ALAN WINKELSTEIN
Class of 1957

Ann Arbor, Mich.

Sirs:

We are offering sanctuary at O.S.U. to the refugees of this inhuman Reign of Terror. The gentlemen of Ohio State would never deny a woman her inalienable right to be kissed indoors.

RICHARD D. EISENBERG

Ohio State University
Columbus, Ohio

Sirs:

I am but one of many indignant girls here at the University of Michigan. My picture appeared on page 52 which was devoted to the supposed exposé of immoral conduct on our fair campus.

I was not "picked up" for the purpose of indulging in Bacchanalian revelry by the male canine who appeared with me in your scandalous picture, but

was returning to my home, Delta Upsilon. I am a good girl and do all that I can to uphold the fine tradition of exemplary conduct of my school.

BRANDY II VOM SCHWARZWALDER HOF
as told to
BOB CORBETT

Ann Arbor, Mich.



BRANDY



HENRY LEWIS

Please send



to _____ name

_____ address

city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska,
Puerto Rico, Virgin Is.

(1 year at the single copy price would cost you \$10.40)

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Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.
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**MILDNESS
MAKES
THE
DIFFERENCE**



You don't smoke a *single* cigarette—you smoke *packs*, day after day. And *every* day, *Tareyton mildness* makes a wonderful difference in your smoking enjoyment! Because Tareytons are mild, your taste stays fresh, clean, wide-awake. You get the flavor, the satisfaction you want. You get a filter that really filters. You *enjoy* Tareytons more. Try them—you'll see. At popular filter price everywhere.

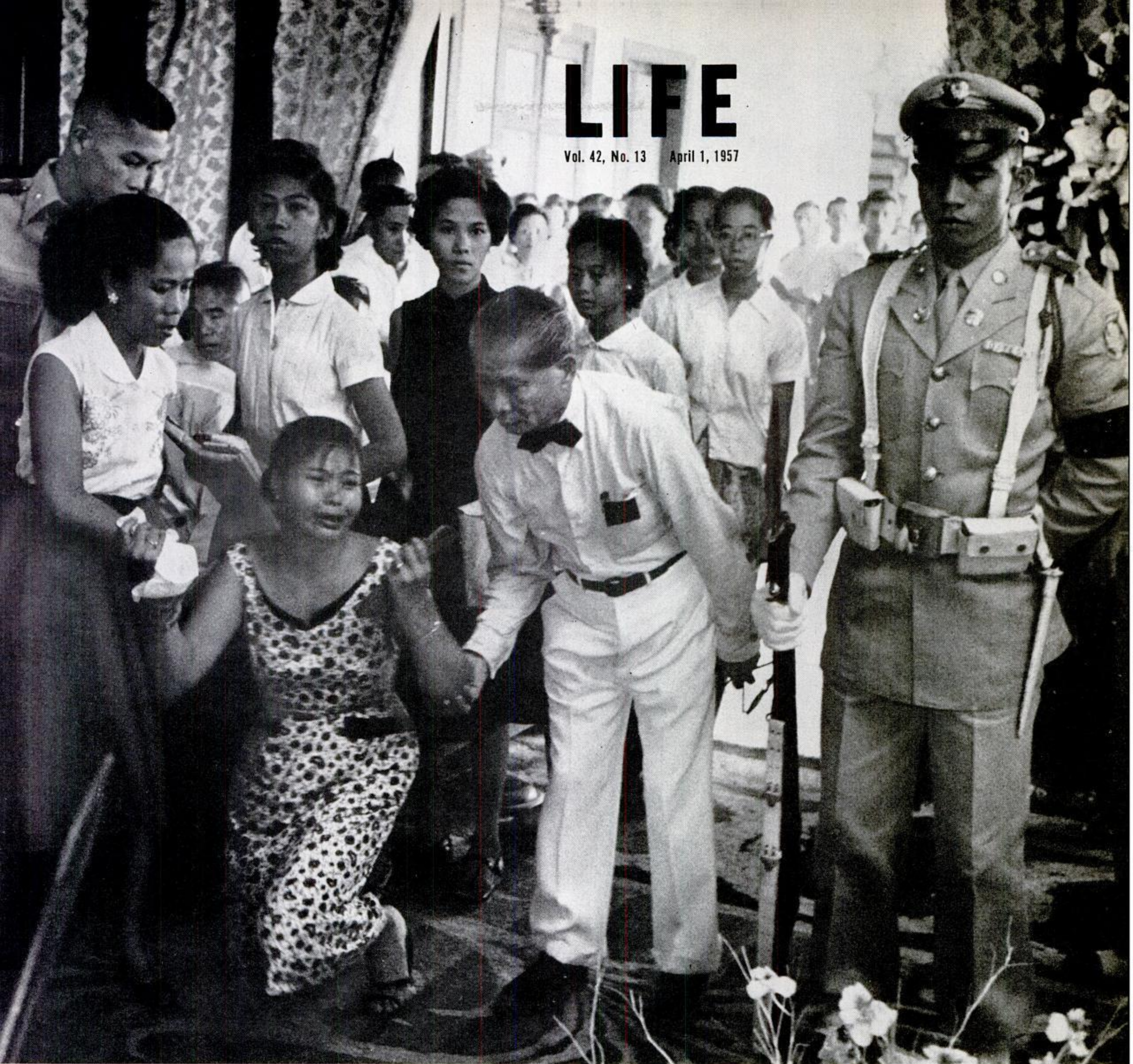


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BY THE MAKERS OF HERBERT TAREYTON—FAMOUS FOR QUALITY, DELIGHTFULLY MILD, TIPPED, FULL KING SIZE.

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COLLAPSING IN GRIEF AS SHE TAKES A LAST LOOK AT RAMON MAGSAYSAY'S BIER, A WOMAN IN THE LONG LINE OF MOURNERS IS GENTLY HELPED UP TO HER FEET

MAGSAYSAY'S NAME FALLS FROM DEMOCRACY'S ROSTER AND FILIPINOS MOURN 'OUR GUY'

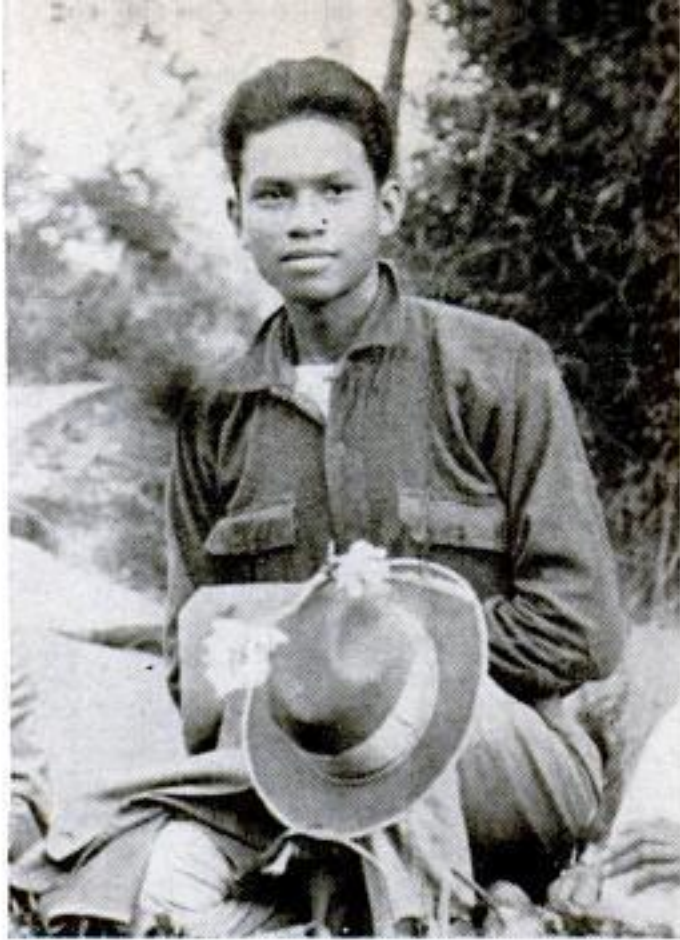
Ramón Magsaysay's name was pronounced to rhyme with "our guy," which was what Filipinos called their endearingly honest president. Last week "our guy" was dead, and by uncounted thousands the people filed sobbing past his bier in Manila. The national demonstration, following the announcement that Magsaysay's plane had smashed into a mountain on Cebu island 350 miles south of Manila, was a tribute

that few political leaders have ever received.

In a very personal way Magsaysay's death was almost as much a loss to the U.S. as it was for the Philippines. He was the man who after World War II had rid his islands of Communist Hukbalahap bandits, got elected president, fought corruption in government and opened his palace to the common folk in the manner of Andrew Jackson. Magsaysay was not only

anti-Communist and pro-American but absolutely belligerent about it ([see editorial, p. 43](#)).

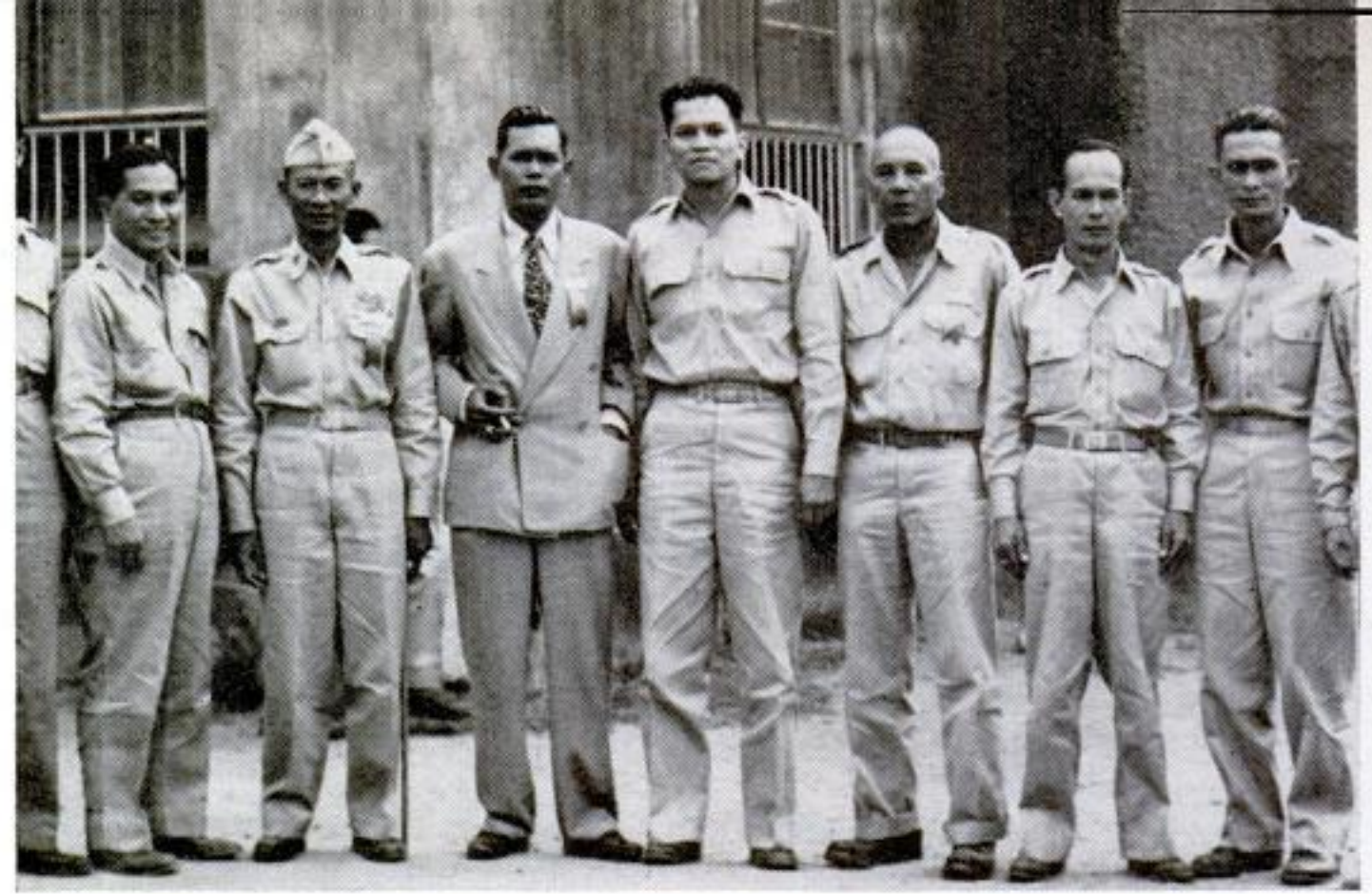
"Who will look after us now?" asked grieving Filipinos. Several men wanted to take over ([p. 30](#)), though not necessarily where Magsaysay left off. Said 18-year-old Ramón Jr., "He loved the people, he loved freedom and he loved God. If we all continue to practice these loves then he shall not have died in vain."



AT 17 Magsaysay, second of eight children, had finished high school. At college he worked as a mechanic.



A BRIDEGROOM in 1933, he married Luz Banzon, daughter of a prosperous Bataan businessman (right).



A GUERRILLA, Magsaysay meets with resistance commanders. When war started he was made U.S. Army captain, escaped through Japanese lines, later led 12,000 guerrilla fighters and was made military governor of the province in February 1945.

CROWDED, USEFUL LIFE WITH A SUDDEN, SHOCKING END



LAST TRIP brought Magsaysay to Cebu. Airport crowds mobbed him, gave him garland of flowers.



A LAST PICTURE of Magsaysay, found in film of photographer who died in crash, shows him on night

of fatal flight. He met with different groups until after midnight, left for airport for 1:15 take-off.



LAST FORMAL SPEECH was address accepting an honorary degree at University of San Carlos in Cebu.



LAST RESPECTS were paid by Magsaysay to Archbishop Julio Rosales of Cebu in the latter's palace.



DEFENSE SECRETARY in 1950, Magsaysay hunts for rebel Huks. He disorganized them with bribes, spies.



POWER IN POLITICS in 1953, he ran for president. Here he stands with Senators Laurel (center) and Osias.



ELECTED PRESIDENT in November 1953, Magsaysay gives a victory hug to wife and daughter, Teresita.

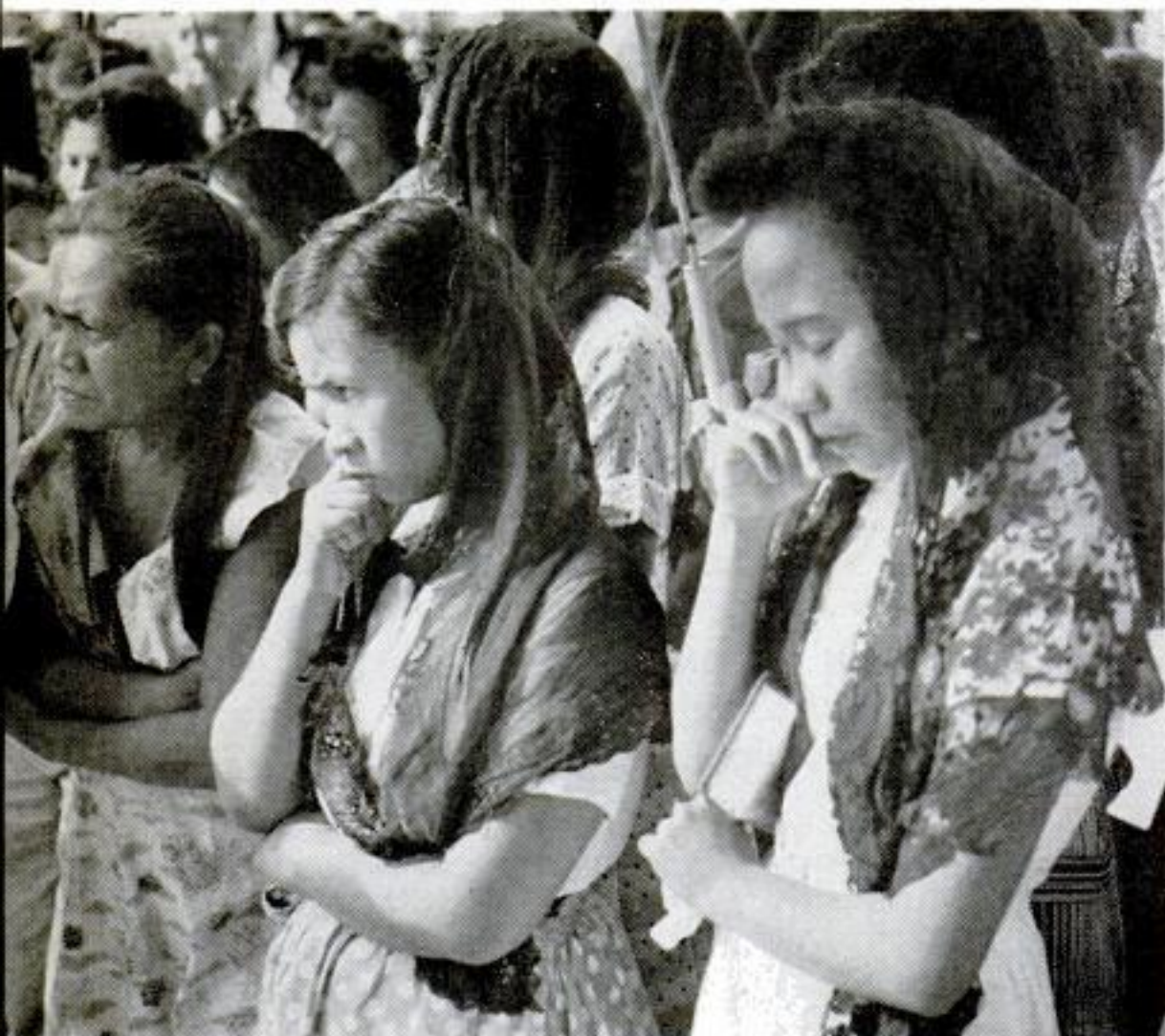


WITH NIXONS in Manila in 1956, he attends July 4 celebration on the Philippines 10th independence day.



TANGLED WRECKAGE of Magsaysay's plane lies scattered in the jungle on Mt. Manungal, about 20 miles north of Cebu City. The plane, a Philippines air force

C-47, apparently developed engine trouble after 15 or 20 minutes of flight, tried to turn back to the airport but instead slammed into the mountain and exploded.



TEARFUL WOMEN ATTEND CEBU FAREWELL MASS

A SAD COUNTRY'S LOOK OF SORROW

Silent and all but motionless, 100,000 mourners stood patiently behind police and honor guards as the plane which bore Magsaysay's body from Cebu came into Manila Airport. Its wheels touched the ground. Then, as though they could bear it no longer, the crowd broke and ran to its door. With gentle understanding, the troops and military pallbearers shoved the crowd aside. They moved the coffin slowly through the mob to a hearse.

At the Malacañan presidential palace still more thousands packed the grounds for a last look at Magsaysay's enclosed coffin. Watching them weeping and trying to touch the coffin, one of Magsaysay's devoted aides said, "They aren't going to let the cops tell them what to do when it comes to their guy. When he was alive he was always in the middle of them and they aren't going to stand back now."



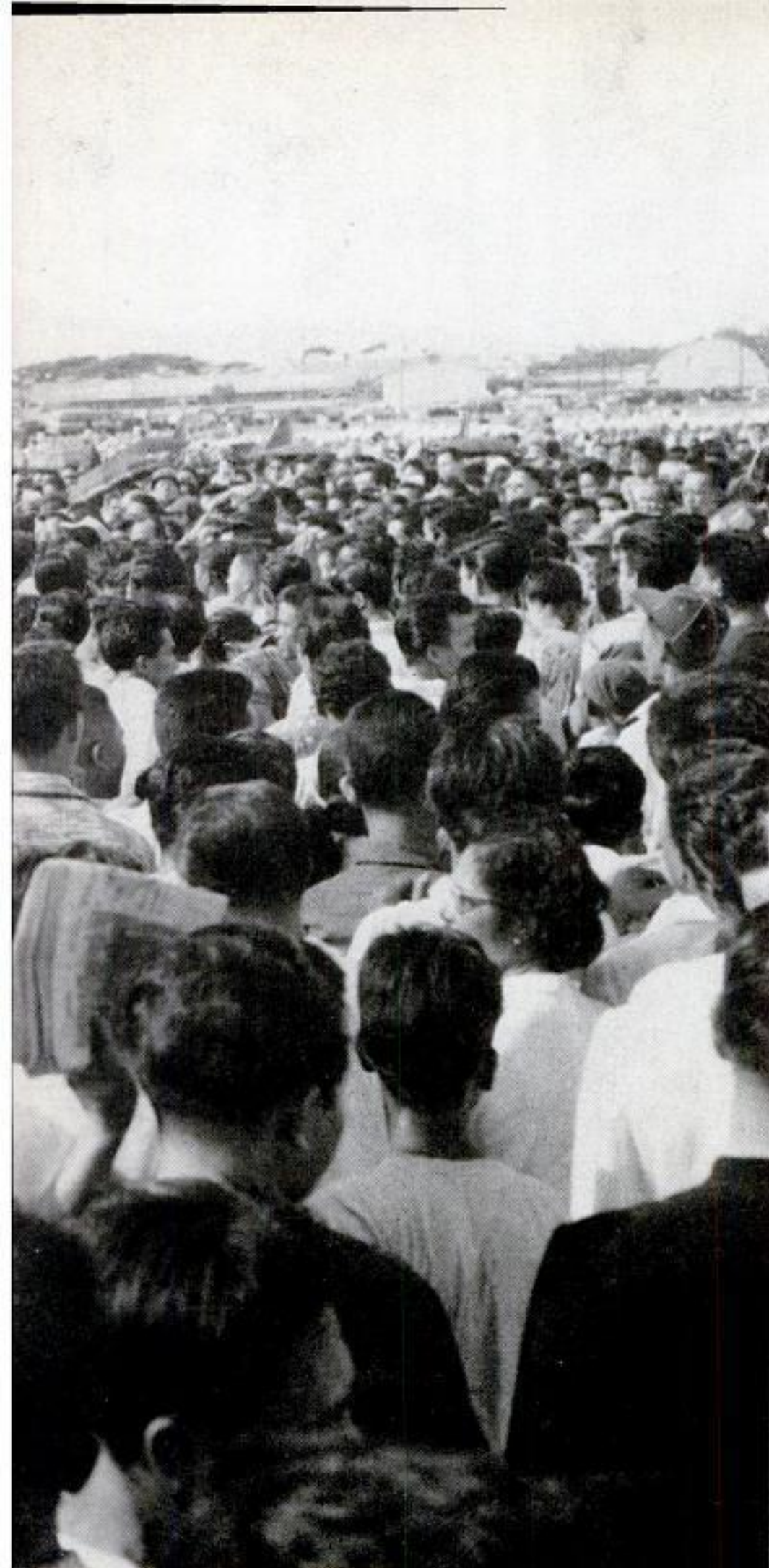
WEeping EX-ENEMY Tomas Santiago, one-time Huk who was sent to assassinate Magsaysay but surrendered to him instead, kneels at president's bier.



AT AIRPORT AND PALACE, crowds offer tribute. Above is scene at Manila Airport where, unable to carry coffin through the crowds, officials used power

lift to take it from plane to hearse. Once it was placed on catafalque in president's palace (below), soldiers stood guard and officials (by right wall)





watched as 200,000 people paid respects. Mourners were divided into two columns. Women filed past head of coffin while men (*foreground*) filed past foot.



VEILED WIDOW, Luz Magsaysay, is supported by clasped hands as coffin arrives at Malacañan palace. Crowd at palace was so dense she could hardly see

her husband's coffin. Except for one moment, when she watched television pictures of the reception at the airport, Mrs. Magsaysay kept her self-control.



WEeping MAN, with a patch covering his eye, stands distraught along route that Magsaysay's caisson was taken from the palace to Manila cemetery.



FAVORITE HORSE, Magsaysay's 8-year-old Victory, carries his boots backward in the stirrups following the caisson to the president's resting place.



FRONT RUNNER for the presidency is José Laurel, who may be politically superseded by son (*portrait*).



LONG SHOT is Carlos Romulo, ambassador to U.S., shown attending Magsaysay mass in Washington.



BUSINESS CANDIDATE, Liberal José Yulo, has grown rich from his very successful sugar interests.

IN SILENCE OF FINAL RITES THE STIRRING OF AMBITION

Up to the moment of tragedy the November presidential elections in the Philippines had seemed supremely unimportant: Magsaysay was bound to win. Then the president was dead, and the political excitement was almost unbearable. At first the politicians proposed a moratorium on maneuvering. But they were jockeying all over the place.

The two major parties were the Nationalists and Liberals, whose policies are largely determined by the dominant political figures of the moment. Magsaysay left the Liberals in 1953 to run on the Nationalist ticket and both parties had been ready to nominate him for this fall's general elections. Magsaysay's young supporters, more interested in the man than in party politics, found themselves suddenly disorganized. The men who thrust themselves forward were in the old guard—survivors of the days of American colonial government, the Japanese occupation and the time between independence and Magsaysay.

The most prominent of the Nationalist front runners was José Laurel, 66, senator, ex-president (under the Japanese), shrewd and popular. It was Laurel who persuaded Magsaysay to run for president. An obvious candidate is the new president, Carlos Garcia, 61, a loyal, obedient party man who now has all the advantages of patronage and prestige of his office. Best known to the outside world is General Carlos Romulo, Philippine ambassador to the U.S., but he has more prestige abroad than at home. A power behind the scenes and a possible contender is Eulogio Rodriguez, Nationalist party president. The most important man in the Liberal party is José Yulo, 62, a talented lawyer and businessman who was defeated for the vice presidency by Garcia in 1953.

Running almost without a party is the only man who has actually announced his candidacy—icy, strong and brilliant Claro Recto, 67, who has a deep-rooted dislike of anything American, preaches Asia for the Asians, and who despised Magsaysay. Eying this political grab bag, LIFE Correspondent James Bell cabled from Manila:

"With Laurel still playing it cozy and waiting for any swell that might come along, the best one-two bet for the Nationalist ticket seemed to be Garcia and Laurel's son, José Jr., speaker of the house of representatives. But the Liberal party was showing remarkable confidence. If José Yulo comes off his sugar plantation and Claro Recto stays in the race—to siphon off Nationalist votes—Yulo might win.

"Whoever wins, one thing can be said. The Philippines, without Magsaysay, will not, for the next few years at least, be the forceful, determinedly anti-Communist anchor of the past three-and-a-half years."

DURING PRE-BURIAL MASS IN MANILA'S LUNETA PARK ARCHBISHOP SANTOS





ANTI-AMERICAN Claro Recto had announced his presidential candidacy before foe Magsaysay died.



DARK HORSE, Eulogio Rodriguez, controls many Nationalists, is more a king-maker than a candidate.



IMMEDIATE SUCCESSOR, the former Vice President Carlos Garcia, attends Magsaysay rite in palace.

(LEFT, BEHIND THE CANDLES) LIFTS CHALICE WHILE ABOUT 100,000 SOLDIERS AND CIVILIANS REGARD THE CASKET OF MAGSAYSAY (RIGHT) IN SOLEMN SILENCE





RELAXED PRESIDENT enjoys an enormous yawn on deck of cruiser *Canberra* en route to Bermuda.



WAITING PRIME MINISTER stands at a Bermuda dock. Ike arrived late because launch broke down.



MUFFLED GUARD, a Bermuda militiaman, wears a poncho as protection against the wind and rain as

he stands behind barbed-wire fence at Mid-Ocean Club where the rigidly private meetings were held.



CONFERENCE-BOUND, Macmillan and Eisenhower leave Bermuda dock in latter's bubble-top car sent on ahead. They rode to Mid-Ocean Club, where leading

members of both British and American delegations lived and worked. U.S. Marine honor guard, lined up for the President's arrival, is reflected in car window.

REPAIRING A RIFT IN BERMUDA

Eisenhower and Macmillan lay new foundation for U.S.-British tie



DRAPED DULLES, after a swim, crosses Mid-Ocean lawn with British Foreign Secretary Selwyn Lloyd.

U.S. President Dwight Eisenhower and British Prime Minister Harold Macmillan met in Bermuda last week, both eager to patch up the Anglo-American alliance and averse to worrying over the "spilt milk"—as the President called it—of recent differences. Through the strict security blackout on the Bermuda talks filtered indications that the two nations, while candidly trading agreements and disagreements, were giving their alliance a new foundation of hard common interests. The firmest evidence came with the U.S. decision to join the military committee of the Baghdad Pact—bringing the two countries closer to an agreed policy on the Middle East.

During the Bermuda discussions, Macmillan stoutly affirmed Britain's continuing capacity to act as a strong and reliable partner. But a shadow lay over the sessions because of dire domestic problems in Britain (*see next pages*).

CHIPPER PRESIDENT tries No. 9 iron as Secretary Hagerty and Mid-Ocean pro Compston look on.



CONTINUED



MEDIATOR, Labor Minister Iain Macleod, stands at table where he gets unions, employers together.



GIBING AT STRIKE TREND, A GILES CARTOON SHOWS DEMANDS BEING MADE ON A BISHOP

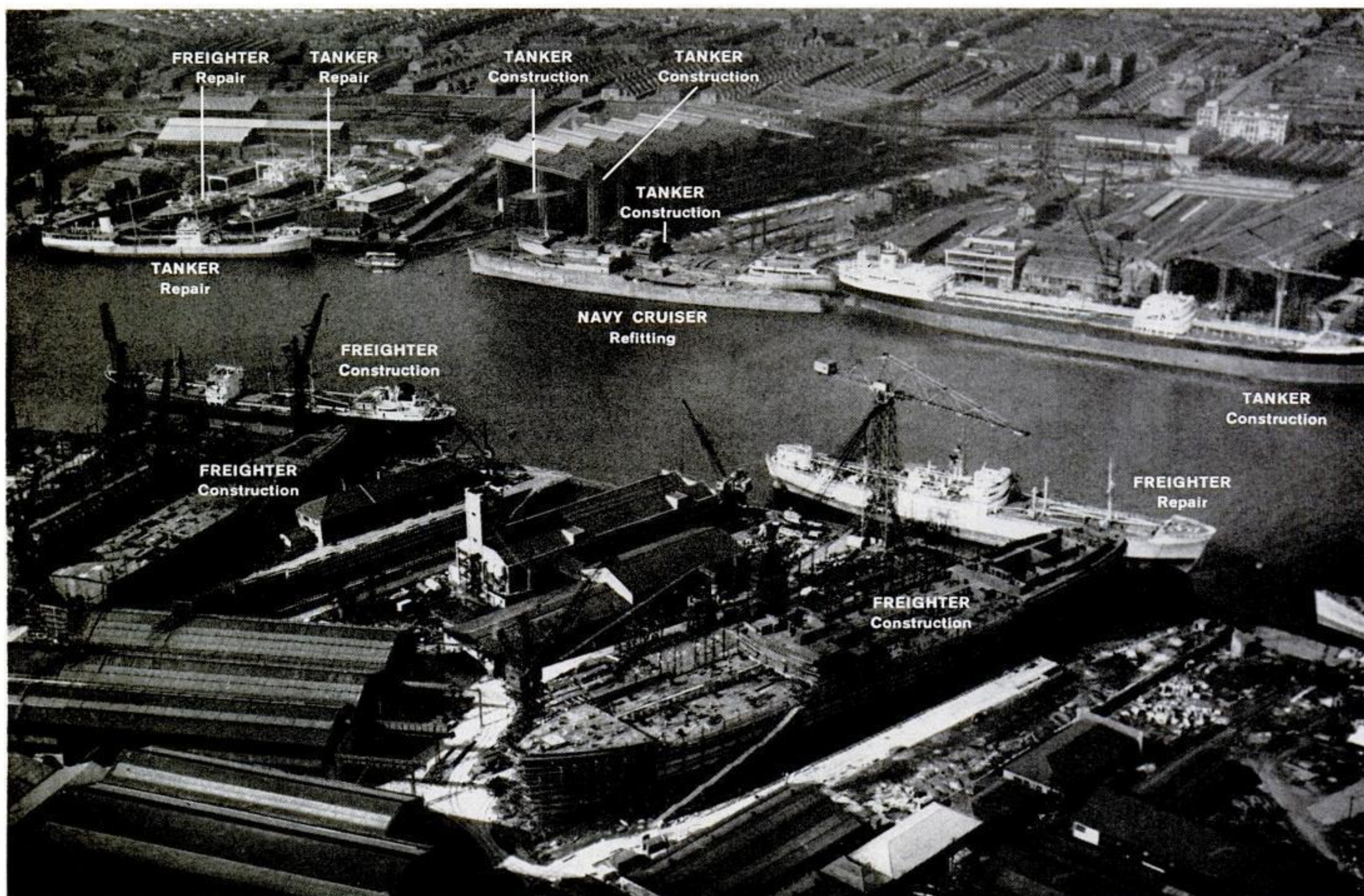
A WAGE SPIRAL THREATENS ECONOMY

A sharp wage spiral was about to shake the rickety British economy. Powerful unions insisted, with some justification, that the rising prices, mounting profits and a fat backlog of industrial orders entitled their members to a 10% pay boost. But there was also the grim prospect that wage increases would price British goods out of the export markets on which the British economy depends. That would upset the strength that Macmillan was claiming for Britain at Bermuda.

The demands for the wage increase were first

pressed home with a walkout of 200,000 shipyard workers. They were followed by a million men in allied engineering trades. The unions had plans to spread the strike until by early April another 1.3 million would be out unless their demands were met.

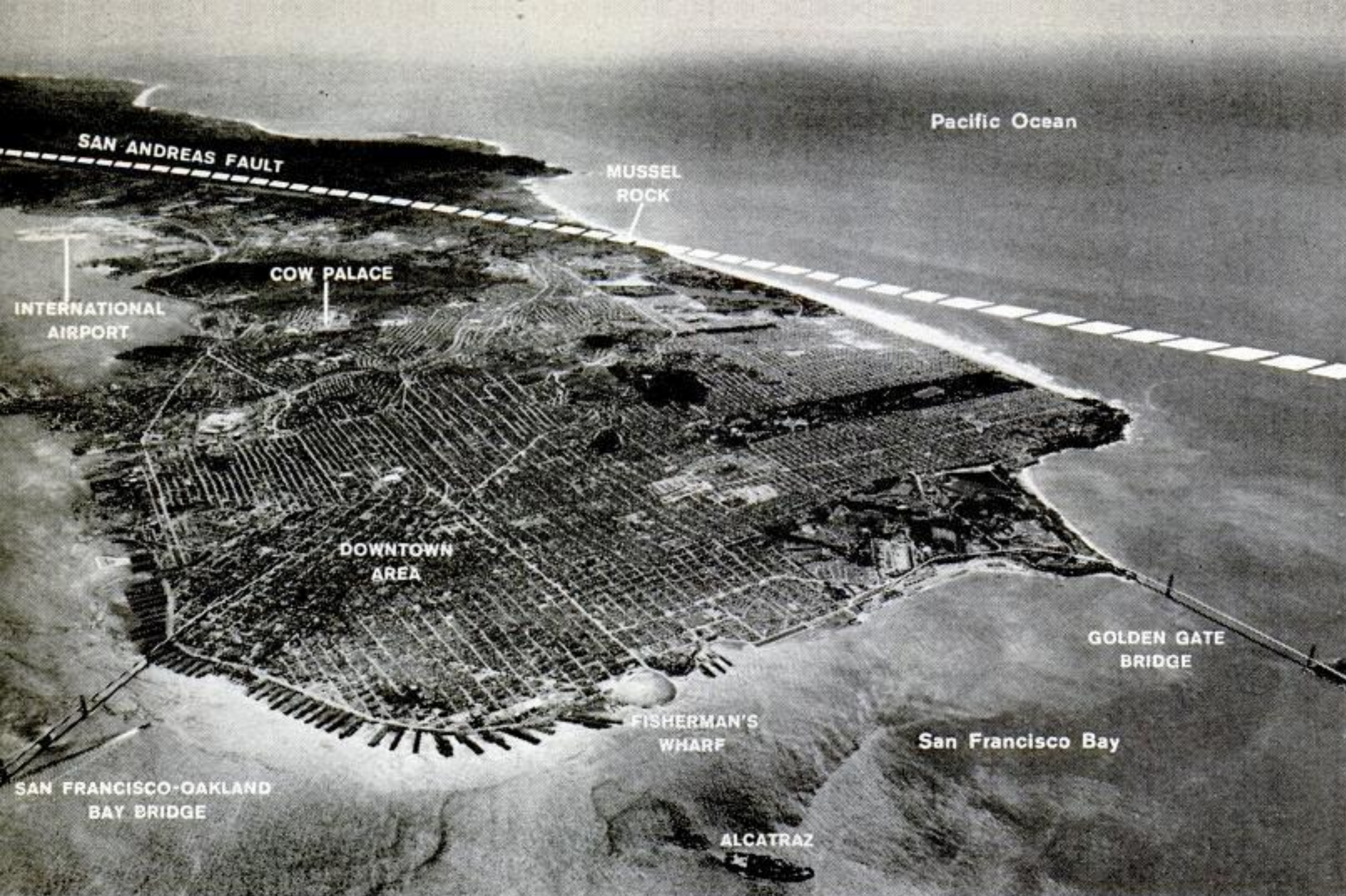
The hopes for a strike settlement rose somewhat as Iain Macleod (left), Macmillan's minister of labor, mediated skillfully between the unions and management. But Macleod could not stop the ominous wage spiral, which began as 370,000 British railwaymen got a 5% raise.



IN STRUCK SHIPYARDS at Newcastle-on-Tyne, the second largest shipbuilding center in Britain, 12 vessels being built or repaired lie unattended. In all Britain,

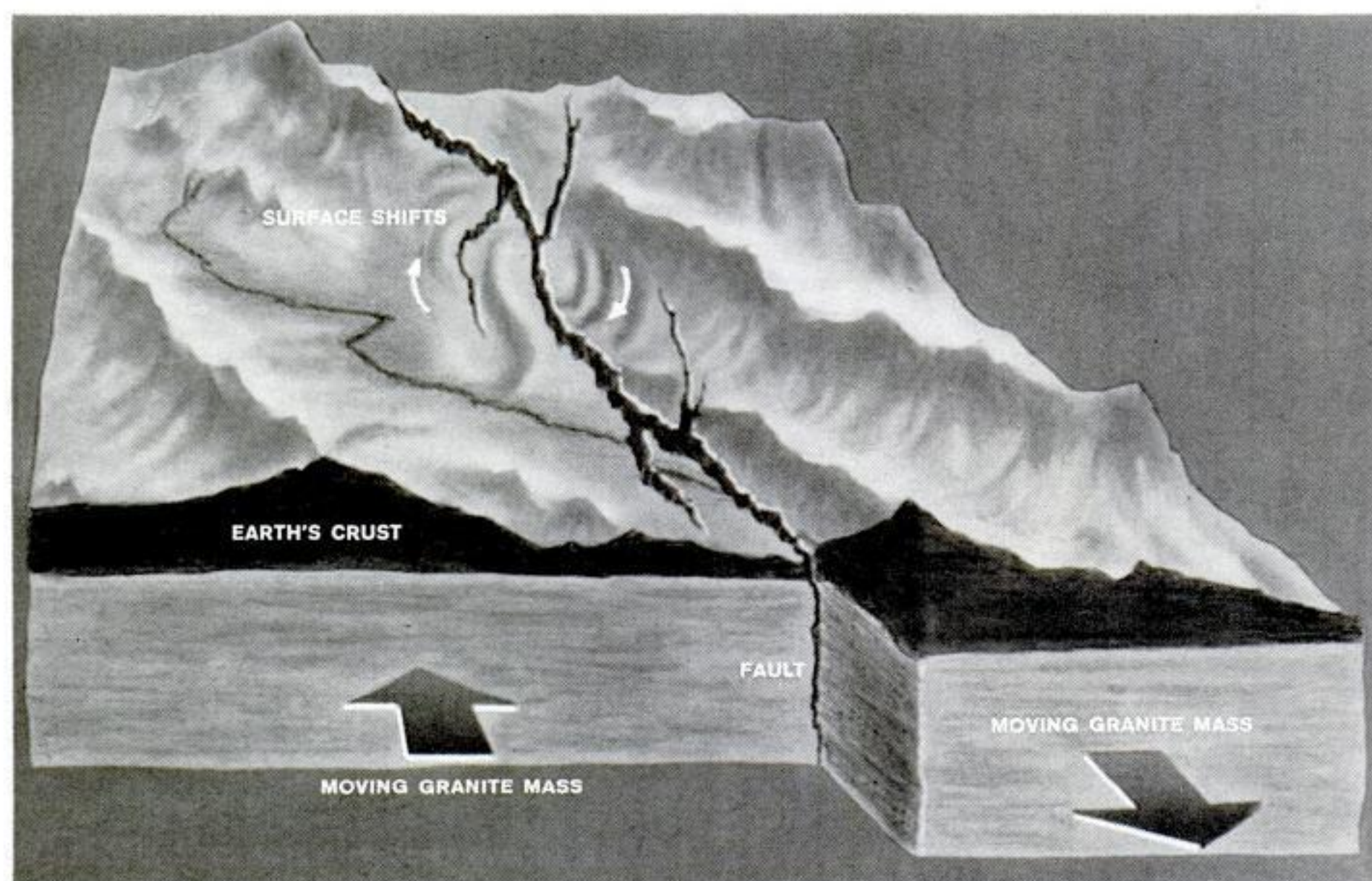
work stopped on \$2.5 billion worth of ship construction, including oil tankers totaling 900,000 tons. The repair yards have already lost much new business.





LOCATION OF FAULT which resulted in the San Francisco earthquake is shown by broken line on

aerial view of city. Greatest shock was near Mussel Rock, where San Andreas fault enters Pacific Ocean.



HOW QUAKE COMES is shown in drawing. Two sections of granite under earth's surface and divided

by a fault move in opposite directions (large arrows) to cause chaos on the surface, an earthquake.

EARTH MOVES, A CITY SHAKES

Fault acts up in San Francisco

It was just before noon in San Francisco last Friday when suddenly the city began to bounce and sway. A bank customer dropped his money and ran. A woman on trial for murder screamed so loudly, as the courthouse shook, that her trial was recessed. A bell at St. Patrick's church rang by itself. Windows broke and a reservoir cracked. But most residents of the city had experienced earthquakes before and stayed calm. Though scientists rated this the worst earthquake since the 1906 disaster, there were no deaths and no serious injuries.

At week's end, after experiencing 67 separate earthquake tremors within 32 hours, San Franciscans were again aware that they are perched precariously over a huge crack in the earth known as the San Andreas fault. A fault is a break in the layer of solid granite just under the earth's crust which causes this layer to slip and slide. The San Andreas fault has its base in Mexico and runs for some 600 miles across the land into the Pacific. It starts from one to 15 miles beneath the earth's surface and runs for another 30 miles down through the granite. The huge masses of granite it separates slide constantly past each other in opposite directions. This movement is slow—about 350 miles in 200 million years—and it is imperceptible on the surface. But at intervals of about 50 years the top surface of soil and loose rock lying above the fault buckles under the constant pressure of its shifting base, causing the surface itself to twist and tremble. The action is severe only when the surface shifting and buckling occurs suddenly, with pent-up force. And it is serious only when a fault is located, as it was in San Francisco, right under a place where people are trying to live.





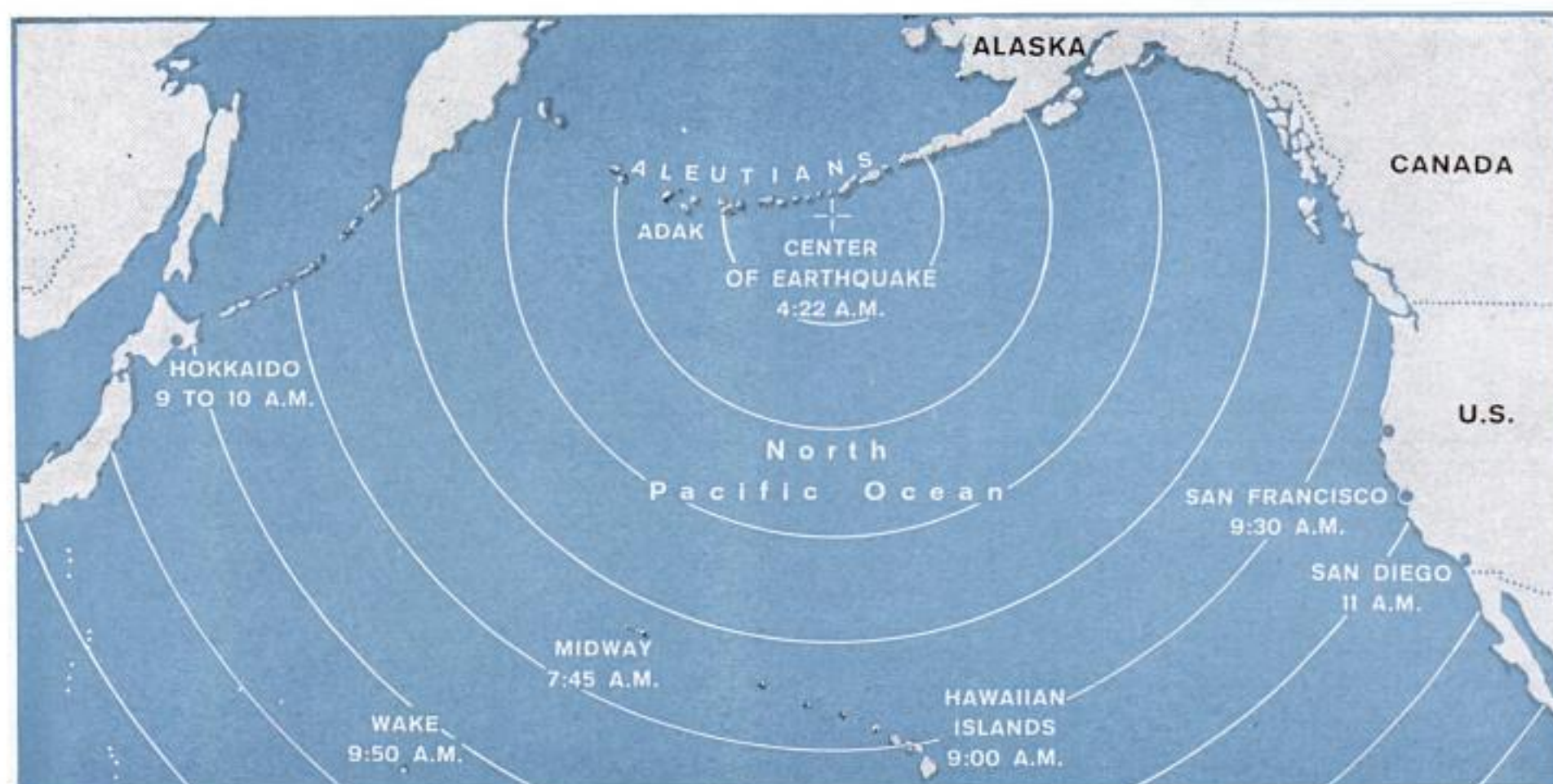
← **WATCHING**, San Franciscans stand calmly in downtown Montgomery Street just after the worst tremors, looking up at the swaying tops of nearby buildings.

LANDSLIDES of dirt from a cliff full of houses block traffic on coast highway one mile south of San Francisco and about two miles from epicenter of the quake.



CRACKED EARTH was split by quake at Navy base on Adak, an island 100 miles from the epicenter.

The Earth Moves CONTINUED



PATH OF TIDAL WAVES is shown in map. Radiating in concentric circles from the quake's center,

waves reached from Japan to California. Times at which the waves hit are in Hawaiian Standard Time.

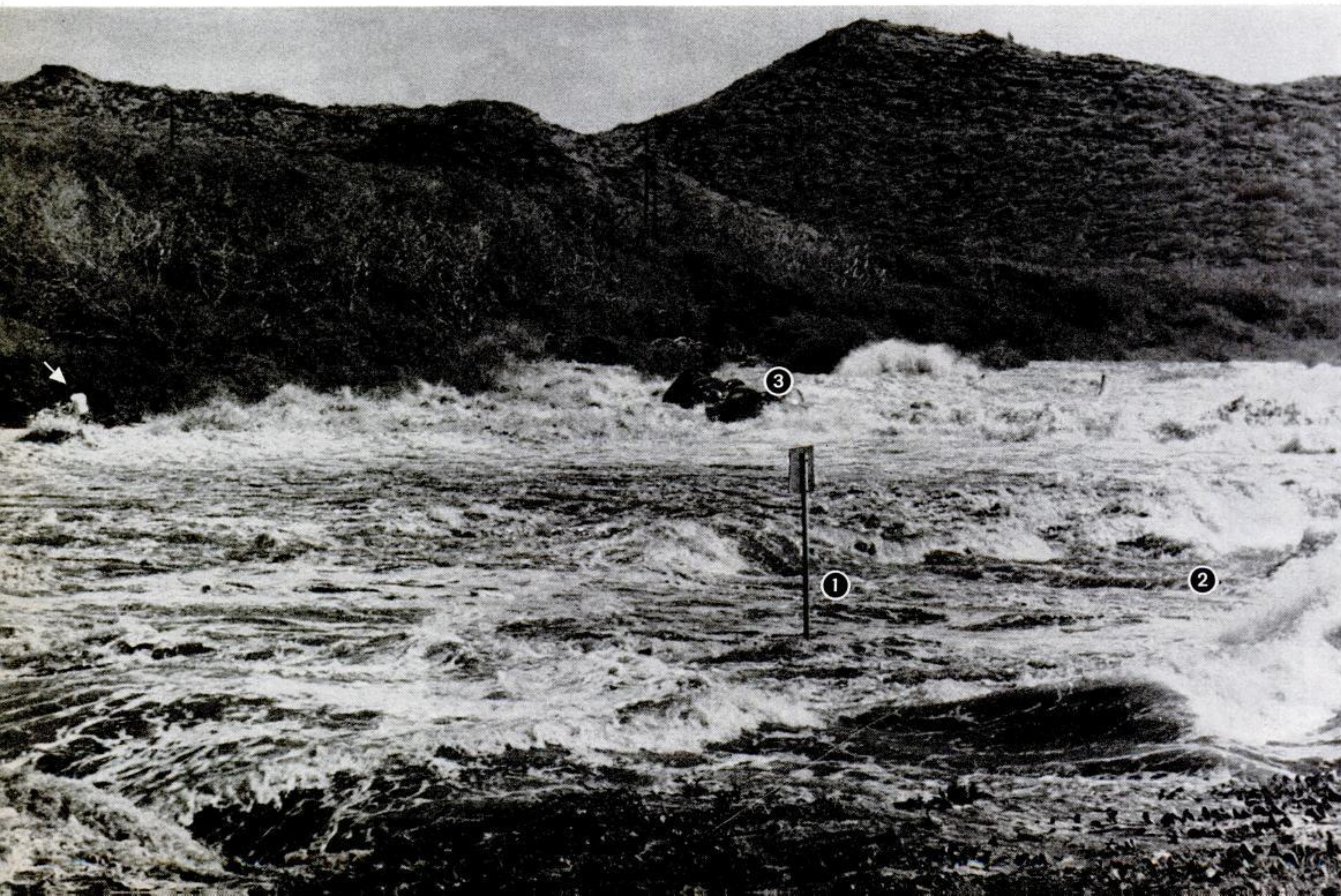
THE WIDESPREAD EFFECTS OF ANOTHER QUAKE

Before San Francisco began to shake last week the shores of the Pacific were already awash with huge tidal waves resulting from the shock of an earlier earthquake in the Aleutians. The islands, 2,000 miles northwest of San Francisco, are situated over another great fault which carries on from the California fault system. The earthquake there began before dawn on March 9 and was followed in the next two weeks by nearly 200 aftershocks. Although the first earthquake shock was almost as strong as the 1906 San Francisco quake, it did relatively little damage in the sparsely populated Aleutians. But its strength was felt elsewhere.

Pushed southward by the tremendous shock of the sea-born earthquake, huge tidal waves smashed ashore some three hours later on the beaches of Midway, 1,500 miles away. And an hour later, building up to their peak, waves which were 32 feet high pounded the Hawaiian island of Kauai, where they damaged 75 homes and dragged a U.S. submarine along the ocean bottom. On Oahu (*below*) homes and highways were flooded and in Honolulu the harbor had to be closed. Because tidal waves are rather well predictable after earthquakes—although an earthquake is not—danger warnings were quickly broadcast and no lives were lost.

WAVE-WASHED ROAD on the island of Oahu is flooded by tidal wave. Signpost (1) marks road. Force of the wave swept two cars from road (2) to a spot where

they were abandoned (3). Man (*arrow*) searches for his sister and fiancée who were with him in car when wave hit. All occupants of both cars escaped safely.





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DONALD W. DOUGLAS: President and Chairman of the Board, Douglas Aircraft Company

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*One day soon, you will step aboard
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Your first jet flight will add a most meaningful dimension to your life—a new measurement of time and space.

You settle in your deep, soft seat in the graceful plane with the swept-back wings.

A short, swift run—and you are airborne. The nose points up eagerly and the earth drops away below you.

You climb steadily, serenely, quietly. The muted sound of the jets falls quickly behind, for in the DC-8 you move almost as fast as the speed of sound itself.

The splendor of the stratosphere

Up you go—up, up beyond the limits of today's planes. Up seven miles from the earth, and now almost eight.

You level off in the stratosphere. And even though the DC-8 puts half a mile behind you with every breath you draw, you feel no sensation of speed or flight.

Just outside your window the temperature in the thin air is 60 degrees below zero. But the air in the cabin has the soft touch of a June day, fresh and sweet and comfortable.

The view of the earth moving lazily and dis-

tantly below is exhilarating, with glimpses of fields and towns and mountains in miniature, or silver stretches of the seas.

Up this high, too high for the longest fingers of weather to touch you, you sense a tranquillity, a detached peacefulness, a freedom of spirit. You share a feeling of majesty with the sun and moon, often seen hanging in the sky together.

During the day, the sky is an ocean of deep shining blue. In the evening, the blue deepens into dark velvet. The moon sends forth its milky stream of light. The stars loom larger and brighter, and you are enthralled by the ghostly radiance of the night sky.

Witness to a miracle

Now, almost unnoticeably, you are descending from your secret corner of the sky—down to earth again.

On the ground, you realize how far you've come in how short a time. Realize, too, that you have witnessed—and even played a part in—one of the miracles of our age . . . the miracle of commercial jet flight through the stratosphere to distant places; so swift, so convenient, so beautiful and rewarding as to leave all other ways of travel in its wake forevermore.

*In the astonishing world of the stratosphere,
your eyes will behold splendors never seen by you before.*

DOUGLAS *JET* **DC-8**

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Japan Air Lines • KLM Royal Dutch Air Lines • National Airlines • Pan American World Airways • Panagra • Scandinavian Airlines System
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THE FUTURE OF NASSER'S DITCH

Eisenhower and Macmillan, according to reports from Bermuda, differed on whether "Nasser must go" before there can be any Near Eastern settlement. The difference may be real, but it is also pretty academic. Even if Nasser could be overthrown, this problem would remain: how to reduce Western Europe's overdependence on the Suez Canal. Not Nasser's political whim, but Egypt's physical ownership keeps all Suez traffic at Egypt's mercy. On that problem and its solution there can surely be no Anglo-American disagreement.

The West which faces many problems in the Arab world (*pp. 114-134*), must now negotiate a new canal treaty with Nasser. As stipulated in a U.N. resolution, the canal should offer "free and open transit . . . without discrimination," and its operation should be "insulated from the politics of any country." Such a treaty should include that "definite system" of guarantees which was promised in the Treaty of '88. It could be an improvement on the old arrangement that Nasser kicked over. It is important that Nasser sign such a treaty, not only to clarify his obligations as owner of an international thoroughfare, but to acknowledge that Egypt's real interests are bound up with its customers' interests and with the Western system of international law.

Even a good treaty, however, cannot undo the calamities of 1956. After nearly 90 years of peaceful usage, the universality of the canal was destroyed; it can never be the same again. Certainly the British and French, who must have regular access to the oil beyond Suez, cannot be expected to place their sole reliance on a treaty with Nasser or anyone else. And since their use of force proved a fiasco, their only safe alternative to Nasserism is a safe alternative to Nasser's ditch.

In London last week a meeting of U.S. and European oilmen agreed on the need for a lot more pipeline capacity from the Persian Gulf oilfields to the Mediterranean. They will probably build a new pipeline from Iraq through Turkey; another through Israel is also under study. More important, the world's shipyards are jammed with new tankers. Many of

these will be supertankers (60,000 tons and up) which can economically bypass Suez via the Cape of Good Hope. When this fleet is finished by about 1961, Egypt's canal, as well as Syria's pipelines, will have some competition.

This plan to break the Suez monopoly is not a plan to rob the canal of its future. On the contrary: the prospective European demand for oil over the next decade, as well as increases in other trade with Asia, imply tremendous prospects for the canal, especially if it is modernized and enlarged. The point is that by multiplying alternatives to the old monopoly the West gives Egypt a positive inducement to make the canal tolls and services—and Egypt's own political behavior—more attractive to its customers. The policy is a natural adjunct to, not a substitute for, a good treaty.

Last summer the U.S. government was preparing a huge crash program of 300 new tankers to keep Europe supplied with oil at all costs. The spurt in commercial demand for tankers, which has even boomed high-cost U.S. yards, has shelved this crash program. But the policy behind it was a sound one. The British at Bermuda last week sought reassurance that the policy has not also been shelved. Certainly our government should keep up its pressure for a big new tanker fleet. Only by overbuilding can the West avoid being underbuilt, and ensure its oil against Nasserism.

World oil demand is likely to keep all forms of transport busy anyway. The London conferees last week estimated a 150% increase in Europe's needs in the next 10 years; but as Socony Chairman Brewster Jennings said recently, "No reputable oil economist has ever yet made a long-range forecast of oil demand that was as high as consumption subsequently proved to be." The oil boys have never long regretted having "excess" capacity anywhere—in production, pipelines, refineries or fleet. Now the West has an additional motive for expanding and diversifying all its oil facilities. It is the surest basis for diplomatic flexibility, equal bargaining power with Egypt, and durable treaties with the whole Mideast.

NEEDED: MORE MAGSAYSAYS

For the free world, a great oak went down when President Ramón Magsaysay of the infant Philippine Republic died upon a lonely mountainside (*see pp. 25-31*). He defeated Communism and won the love and faith of his people by fighting the poverty and the official corruption that had enabled Communism to spread. He proved once and for all that an Asian leader can be effective and popular, yet also support American policy. His leadership was respected in all free Asia. He was a bridge of trust between West and East which will be hard to replace.

The loss is all the greater because Communism, though decisively defeated in the Philippines, still gains ground elsewhere in Asia. In India, where Nehru tries to placate neighboring Communists while suppressing his own, the Communists have nevertheless just won control of Kerala State—the first big free election ever won by Communists anywhere (and Kerala, ironically, has the highest literacy and greatest percentage of Christians of any Indian state). China's Chiang Kai-shek and Korea's Syngman Rhee stand staunch as ever, but Communists seek constantly to undermine the first and to threaten the latter by massing forces north of the 38th Parallel. In Vietnam, honest, courageous Ngo Dinh Diem, who is of the Magsaysay breed, is making headway against both Communism and poverty by much the same methods Magsaysay used. Both Thailand and Burma are still

threatened, but their leaders, Phibun Songgram and U Nu, are alert to the danger and to Communism's wiles. Malaya, which gains its independence in August, is menaced by armed Communist terrorists, but Malaya's leader, Abdul Rahman, demands Red surrender as the price of peace. Indonesia, the world's fourth biggest democracy, is in chaos and armed revolt, but both public and soldiers clamor for a widely respected leader, Mohammad Hatta, whom Communists hate and fear.

The Communist menace, grave as it is, must not obscure the larger fact that it arises precisely because freedom does exist. In the past decade, when Communist imperialism was tightening the bonds of its own vassals, some 500 million other peoples have achieved their independence. The new Negro republic of Ghana has just joined the roster, and Nigeria and Malaya will soon follow. But in a time of rising literacy and economic expectations all over the world, freedom alone (as the Kerala election showed) is not enough. Democracy had never existed in Asia; its concept is a Western import, unfamiliar and untried. Its people will embrace and defend it only to the extent that their leaders can succeed in doing what Magsaysay did—earning his people's trust by making their own progress, human rights, and welfare the entire source of his power. His faith, like Lincoln's, was that he knew no better hope than to trust to the ultimate wisdom of the common people.



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A Product of General Foods

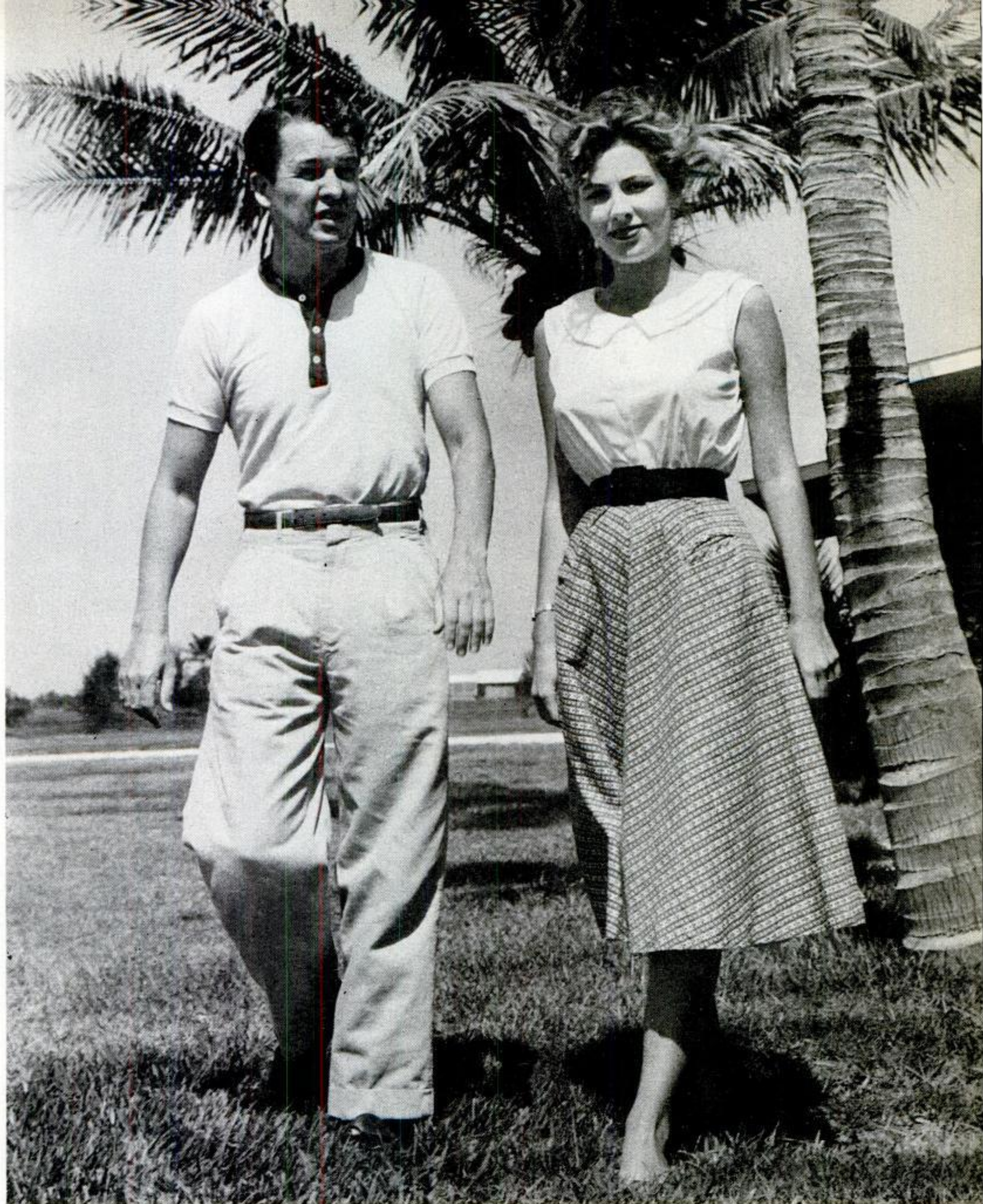
A LOOK AT THE WORLD'S WEEK

ALFRED VANDERBILT AND HIS YOUNG BRIDE

After a wedding in Mexico, Alfred Gwynne Vanderbilt Jr. was honeymooning in Florida with his pretty bride, the former Jean Harvey of Chicago. The 44-year-old bridegroom is a great-great-grandson of Commodore Cornelius Vanderbilt. His 20-year-old bride is a great-granddaughter of the founder of Harvey restaurants and the founder of Cudahy Packing Company.

PASTOR WHO KILLED HIS FRIEND'S SLAYER

In New Albany, Ind., as state troopers paid a final tribute to their fellow trooper, Sgt. Marvin Walts, Rev. Robert Gingery (*right*) walked ahead with the officiating minister, Mr. Gingery, a Methodist minister, had been riding with his friend Walts when the trooper got out of his car to set up a road block against a bank robber. The robber came up, shot and killed the trooper. Then he fired at the minister who grabbed up a shotgun and killed the robber. "I can't say that this was the will of God," he said, "but I am sure I did the right thing."



CONTINUED



HIGH CHASE AT A FAMOUS FOUNTAIN

In Rome 17-year-old Luigi Sbaraglia tried to make a racket out of an old custom. Dazzled by the glittering coins that had been tossed into the Trevi fountain for good luck by tourists, he sneaked into the fountain to harvest the loot. When the police came after him, Luigi clambered up Bracci's towering statue of Neptune. It took a crew of firemen to scale the statue (*above*), haul him down and turn him over to the police.

WORLD'S WEEK CONTINUED



RARE BIRTH OF LAMB SEXTUPLETS

At Ed Hackbarth's farm near Janesville, Wis. a purebred Hampshire ewe recently gave birth to six lambs. Animal husbandry experts said that they knew of cases of quintuplet lambs but had never had an authenticated report of sextuplets. Hackbarth's lambs each weighed about three pounds when they were born (7 pounds under normal) but are coming along nicely, their mother (*above*) being helped in nursing by two other ewes.



COLLEGE OARSMEN'S ICEBOUND DEBUT

The spring thaw comes to Hanover, N.H. so late that Dartmouth College crews usually are a month behind their rivals in beginning workouts. But this year lightweight crew coach Phil Cole found a way to get his men off to an early start. He armed a platoon of oarsmen with picks and saws, had them hack 170,000 pounds of ice out of Occom Pond. Now, in a barge that is tied to the shore, the crew can work out every day.

TWO-HORSE TOWN That's Lamar, Missouri! where those up-and-at-'em, 2-horsepower Lawn-Boys come from. Over one million of them! The levelest cuttin', closest trimmin', de-wisping, de-waving, de-whiskering power mowers in the world! If you're looking for smart Americans with high "lawn-Qs" . . . you'll find them where you find Lawn-Boys.

for the best in modern living, millions enjoy the products of

OUTBOARD MARINE *Corporation*

DIVISIONS: EVINRUDE MOTORS, MILWAUKEE, WIS. • JOHNSON MOTORS, WAUKEGAN, ILL. • GALE PRODUCTS, GALESBURG, ILL. • LAWN-BOY, LAMAR, MO.
SUBSIDIARIES: OUTBOARD MARINE CORPORATION OF CANADA, LTD., PETERBOROUGH, ONTARIO • INDUSTRIAL ENGINEERING LTD., VANCOUVER, B. C.

The smart, easy way to beautiful lawns is with the level-cutting Lawn-Boy. Cuts every blade of grass to a uniform height, trims within a fraction of an inch of trees, sidewalks, and walls. When you're through, hose it off, hang it up. Live a little . . . get a Lawn-Boy.

OUTBOARD MOTORS

Johnson

Evinrude

GALE PRODUCTS



LAWN MOWERS

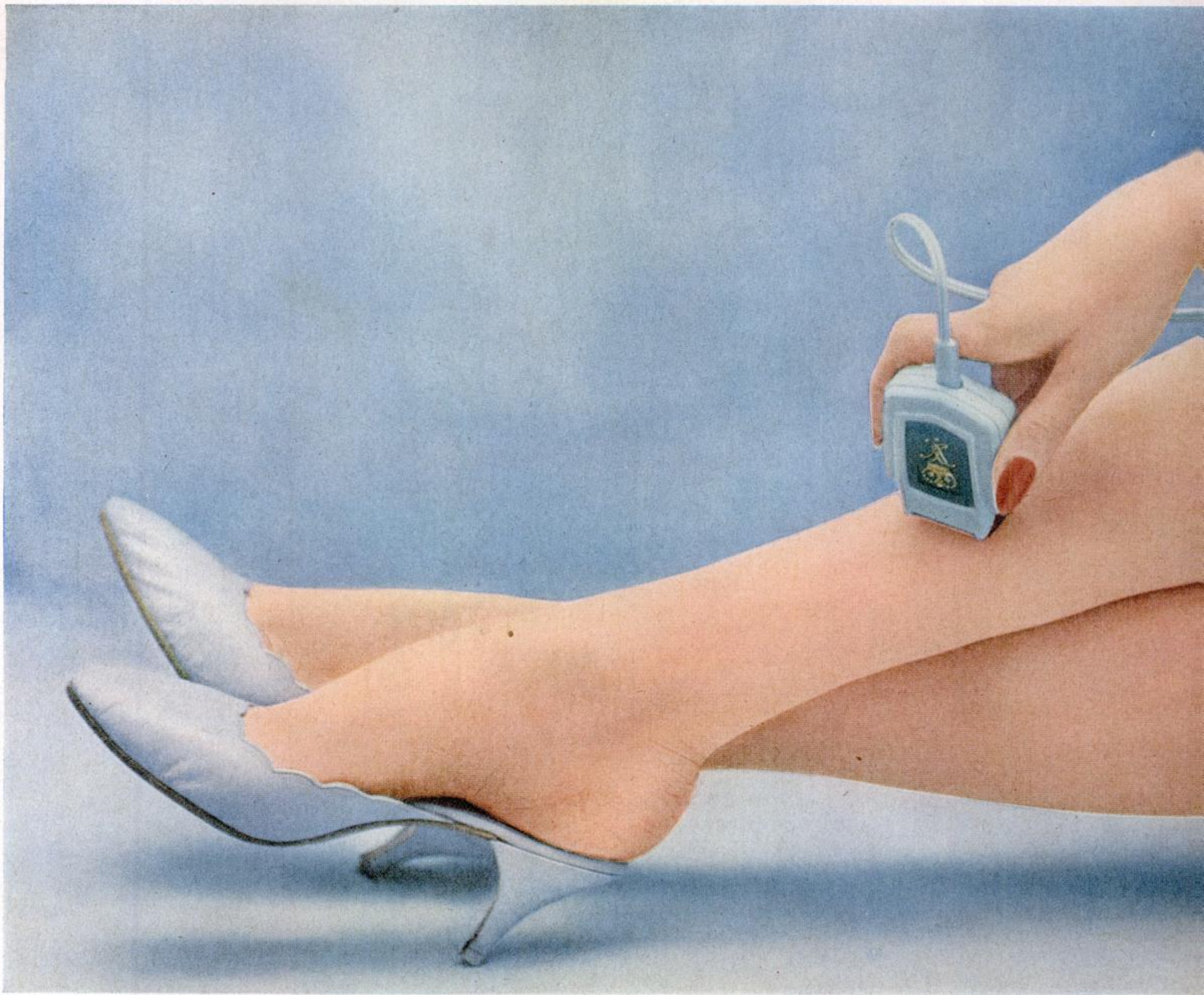
LAWN-BOY

CHAIN SAWS

Pioneer



First lady's electric shaver to shave



new Remington
Princess

electric shaver with
"beauty care action"

razor-close without razor-scrape!



Meet the totally new Princess! Its wonderful "Beauty Care Action" outmodes all those irritating so-called "safety" razors and is proved *twice as good as single-edge* electrics!

This shaver makes it possible for you to groom your legs and underarms in *seconds* with care-free assurance. For the Remington Princess has 8 busy shaving edges that stroke away more hair in a single sweep than any one-edge shaver possibly can. And while it shaves sleek and close, the *exclusive* Remington Guard Comb eliminates forever your cares of nicking and razor scrape.

Trust the "Beauty Care Action" of the Princess to be everything you could wish for in a shaver!

Only the Princess does all the things razors and other electrics should do!



Remington's exclusive Guard Comb protects tender skin. You can't nick or scrape yourself with the Princess.

8 Shaving edges! Shaves back and forth—no other shaver does!

You needn't switch from one side to another for underarms and legs, as you must with one-way shavers.

Hugs your hand . . . so light, so easy to hold.

Works in a whisper.



PRINCESS PINK SEA SPRAY MOONGLOW



In a lovely jewelry-type case . . . a treasured possession or a proud gift.

(Available at leading Department, Jewelry, Appliance and Drug stores everywhere.)

A PRODUCT OF **Remington Rand** ELECTRIC SHAVER, DIVISION OF SPERRY RAND CORPORATION, BRIDGEPORT 2, CONN.



Not a half hearted liquid !
Not an oily heavy cream !
Not an "all purpose" cream !

Salon Cold Cream

cleans cleaner
because it has
balanced emulsifying
action !

Salon Cold Cream's special formula allows just the right amount of liquid to take its purifying oils deep down into your skin, there to melt and draw to the surface the old dirt, make-up and hardened secretions that block your pores.

You can be sure when you tissue it off that you are removing clogging impurities that could cause blemishes! Soap doesn't go deep enough to do it. Some liquid cleansers are too watery, others not effective enough to lift out deep-dirt. And oily, heavy creams do not have the emulsifying action needed to dislodge embedded grime.

See for yourself! Give your skin one deep cleansing with fluffy, silky Salon Cold Cream. Have the radiantly clean skin today that promises you clear, beautiful skin tomorrow. 3 ounces \$1.25; 6 ounces \$2.25.

Big plus: Salon Cold Cream leaves an invisible shield to help guard your skin against dryness!

In Canada, too.

For beauty the modern way



Dorothy Gray



THE VOICE, Cynthia Brooks, holds one of 26,000 stickers she had planned to put in phone booths.

EVERY MAN'S MISS BROOKS

All because she wants to make \$100,000 and go into the mail-order nightgown business, Cynthia Brooks, 23, is very likely the most telephoned girl in the U.S. In 26 cities men have been calling and they have all been getting the same sexy answer: "Hello, darling. I'd love to make your acquaintance with four lovely tempting pictures of myself. Just enclose one dollar to cover the cost of handling."

The telephonic temptress is Miss Brooks, who visits a city and sets up a phone which plays a recording of her own voice, adding a mailing address. Her number travels along the grapevine and the letters are forwarded to New York where Cynthia mails the pictures below. Some local police have questioned her activities and phone companies have cut out her service, but Miss Brooks, whose phone pseudonym is Brandy Lee, hopes to stay in business a year before she starts modeling her own negligees.



WHILE MOTHER ADJUSTS HEM, CYNTHIA BROOKS TRIES ON NIGHTGOWN SHE DESIGNED TO SELL FOR \$6



THE PRIZE for mailing \$1 is these four poses taken when Cynthia was in Hollywood trying to get



into the movies. Many phone companies have disconnected Cynthia's jammed lines, which draw up

to 4,000 calls a day. But Cynthia expects no further trouble once she obtains licenses and more lines.

FROM THE WORLD'S LARGEST MAKERS OF ANIMAL FOODS

New Purina Dog Chow makes dogs eager eaters



Great new dog food

A full course dog dinner complete with *real* meat meal

New Purina Dog Chow is an entirely different kind of dog food that Purina is proud to have bear the famous Checkerboard trademark.

Not a kibble, not meal—New Purina Dog Chow is heat-treated under pressure, then exploded into crisp, light nuggets easily digested. It absorbs liquids instantly—yet stays firm without mushing down in the bowl.

YOUR DOG'S FAITH IN YOU

The food your dog eats is the most important thing in his life. More than any other decision concerning his welfare, you must be sure that the dog food you buy is one you can trust completely.

New Purina Dog Chow is a more complete, better-balanced daily diet than most humans get. It contains

43 vital nutrients dogs need—with *real* meat meal for vigor and deep-down satisfaction. It is a complete, full course dog dinner.

MAKES DOGS EAGER EATERS

Tests with 39 breeds show dogs really go for Purina's exciting new flavor. Owners report dogs eat like never before . . . bowl after bowl and week after week.

But the real test is with *your* dog. Why not let him be the judge? Get New Purina Dog Chow today.

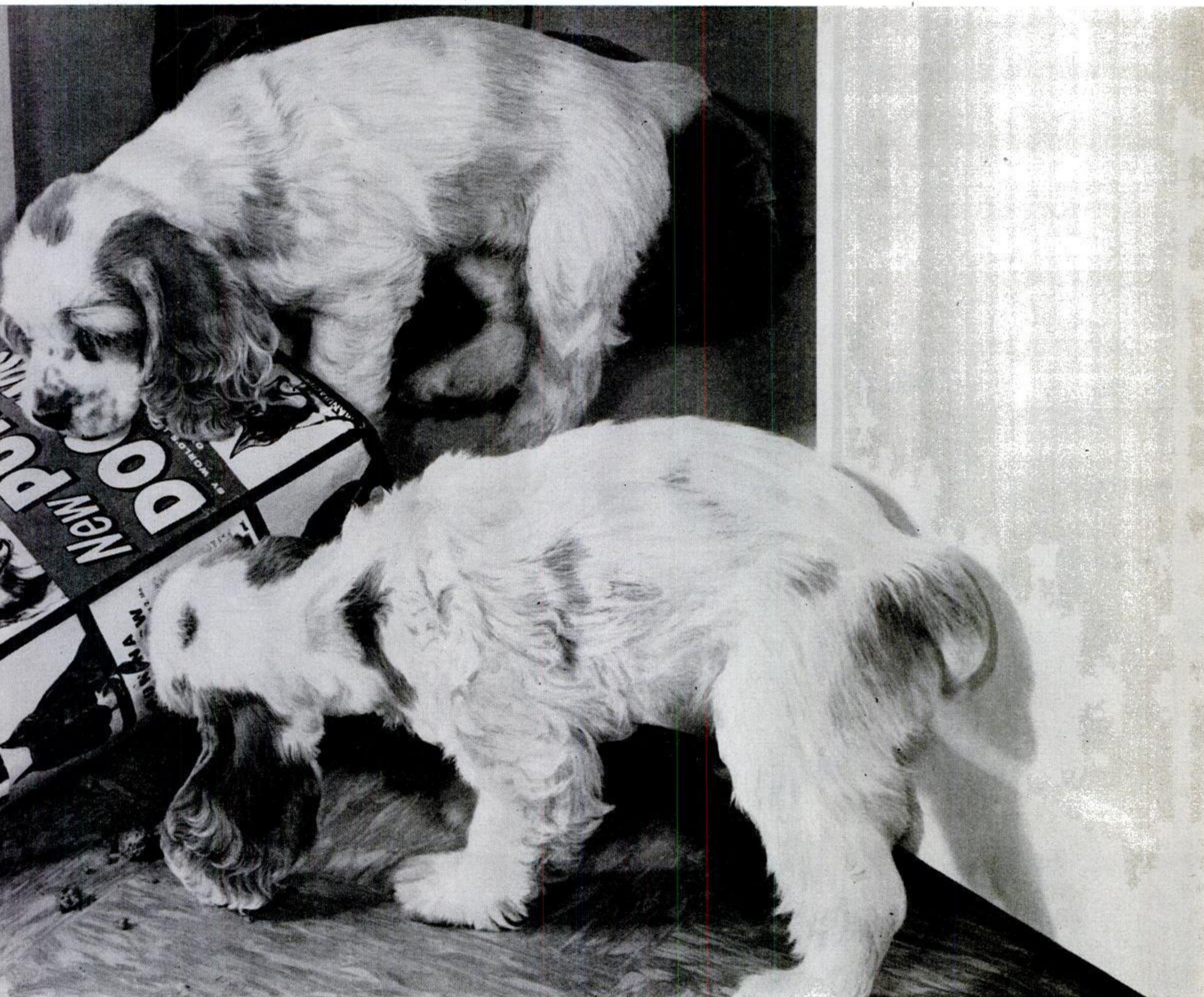
PURINA'S PLACE IN THE WONDERFUL WORLD OF ANIMALS

In its 60 years, Purina has fed—and feeds today—more animals of all kinds than any other company in the world.

But Purina's interest in animals goes far deeper than the manufacture of feeds in quantity. Hundreds of the country's most skilled animal nutritionists spend their entire careers keeping Purina Chows the world's most nutritious in food value—and good to the taste.

Purina operates one of the nation's largest animal research farms. 3 laboratories are devoted to animal food research. 41 plants, coast to coast, produce 87 different kinds of foods for 19 different animals. Purina has been working with dogs and dog foods for over 25 years at its kennels, laboratories, and research farm. New Purina Dog Chow is the culmination of that work!

Yes, animals and their foods are *the* business of Purina—not a by-product of other interests.



discovery!

...Just moisten and serve



NEW SMELL! Dogs love New Purina Dog Chow from the very first sniff. Made from pure, clean ingredients. Even smells good to you—no offensive odor.



NEW FORM! A full course dog dinner ready instantly without bother. Just moisten and serve. Entirely different in look and taste from any other dog food.



NEW NUTRITION! 43 vital nutrients dogs need (better daily nutrition than most humans get!)—plus the flavors dogs like. New Purina Dog Chow is on sale now at Grocers' and Purina Feed Stores.

See **BIG STORY!** Fri.—9:30 p. m., EST—NBC-TV



IN SCREAMING BREAKDOWN Jim Piersall (Tony Perkins) climbs on the ball park screen during game.

FIGHTING TEAMMATES, Piersall is dragged from field. In real life he became violent at a rest home.



BREAKDOWN IN BALL PARK

Piersall's comeback to sanity is told in heartwarming film

Baseball, which dearly loves its eccentrics, took Jim Piersall to its heart when he broke in with the Boston Red Sox in 1952. He not only played ball well, he also buffooned his teammates, cleaned off home plate with a water pistol, led the fans in loud cheers for himself. But underneath the clown was a jittery man haunted by an ambitious father and fears of failure.

Soon Jim Piersall stopped being funny. He staged outrageous battles with umpires, fought with his own teammates and by August, breaking down completely, he was in the violent room in a Massachusetts mental hospital. But Jim Piersall fought his way back to health and into the Red Sox outfield where he is the star center fielder. Now Piersall's story is told in a heartwarming movie, *Fear Strikes Out*, directed by Robert Mulligan for Paramount. In it young Tony Perkins, doing a superb job as Piersall, fulfills the promise he showed earlier in *Friendly Persuasion* (LIFE, July 16).

CONTINUED



FRESH AS SPRING!

Nobody Makes Dill Pickles Like Heinz

Whether You Like 'Em Large
Or Small, Heinz Makes Kosher
Dill Pickles Tangier, Tastier

Nothing perks up lazy Spring appetites like Heinz Kosher Dill Pickles in large or small new Gherkin size. So crisp and flavorful, these luscious dills are an appetite teasing garnish for plain foods all year around. Every bite delights!

- When you want the best in pickles or relishes, just pucker up and say "Heinz." There are 21 tempting kinds to choose from at nearby food stores. And remember, *nobody makes pickles like Heinz!*

*You know it's good
because it's Heinz!*

Our best
to you in

1957



Salmon Sandwich Filling

- Combine 1 lb. can red salmon (drained and flaked), $\frac{1}{4}$ cup chopped Heinz Kosher Dill Pickles, 1 tbs. pickle juice, $\frac{1}{2}$ cup mayonnaise, 1 tbs. Heinz Prepared Mustard. Mix lightly with fork. (Makes $1\frac{1}{2}$ cups filling.)

He-Man Beef Salad

- Combine 3 cups cubed, cooked beef, $\frac{1}{2}$ cup chopped Heinz Kosher Dill Pickles, $\frac{1}{2}$ cup chopped celery, $\frac{1}{2}$ cup finely chopped onion. Blend $\frac{1}{2}$ cup mayonnaise, 1 tsp. Heinz Prepared Mustard, 1 tsp. Heinz Worcestershire Sauce, 1 tsp. salt. Mix lightly with meat mixture. Chill. Serve in lettuce cups garnished with green pepper. (Makes 4 to 6 servings.)



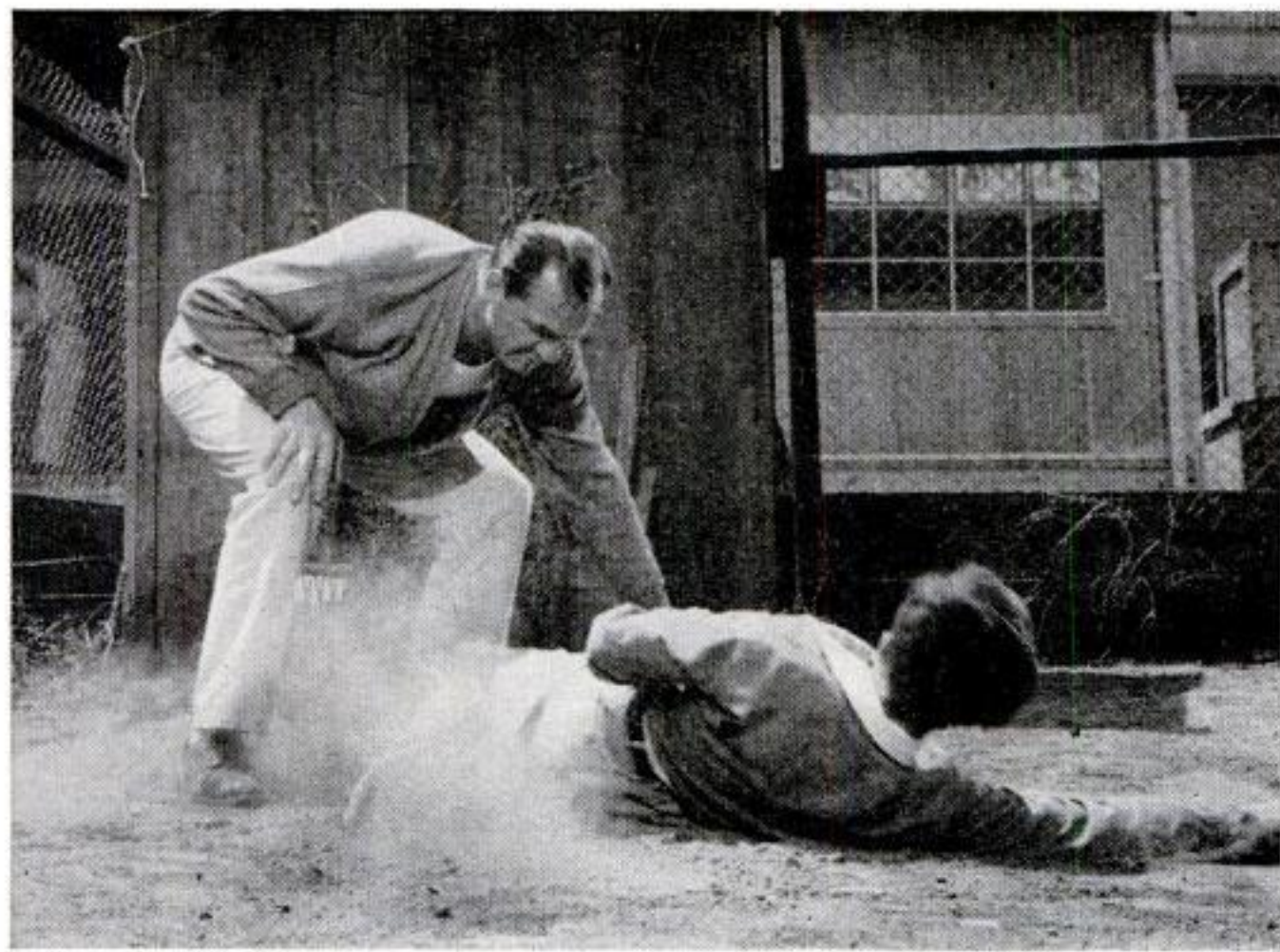
- **Great pickle fork value!** Here's your chance to get a graceful Wm. Rogers silver-plated pickle fork (regular \$1.00 value) for only 35¢ and one label from any jar of Heinz Kosher Dill Pickles, Dill Gherkins, Sweet Cucumber Disks or Fresh Cucumber Pickle! Send money and label with your name and address to H. J. Heinz Co., Box 28, D-18, Pittsburgh 30, Pa. Offer expires Sept. 30, 1957.



Ease, elegance, good eating—with the better cheddar stamped “Miss Wisconsin”



So simple. Miss Wisconsin natural Cheddar Cheese is most carefully aged and tested—for just the right “bite” to *sharp-aged*, mellowness to *medium-aged*, delicacy to *mild*. ★ Sliced or in wedges, Miss Wisconsin adds splendor to a cheese dish or a sandwich. ★ Does you proud for any gathering, any size, any time, because Miss Wisconsin is always “a cut above the rest.” ★ How long since you’ve tasted *real* cheese? P.S. Try Miss Wisconsin Sliced Natural Swiss Cheese, too!



DRILLING FOR BIG LEAGUES under relentless coaching of father (Karl Malden), Piersall as boy begins building up worries about future success.



PULLING AWAY FROM FATHER, Jim refuses to leave for spring training. Father tells him that he has "no right to fold up" and Piersall agrees to go.



IN MENTAL HOSPITAL Piersall for the first time refuses to obey his father who wants him to come home. "I've got nothing more to give you," he cries.

CONTINUED

have a breath of Paris about you...every day!

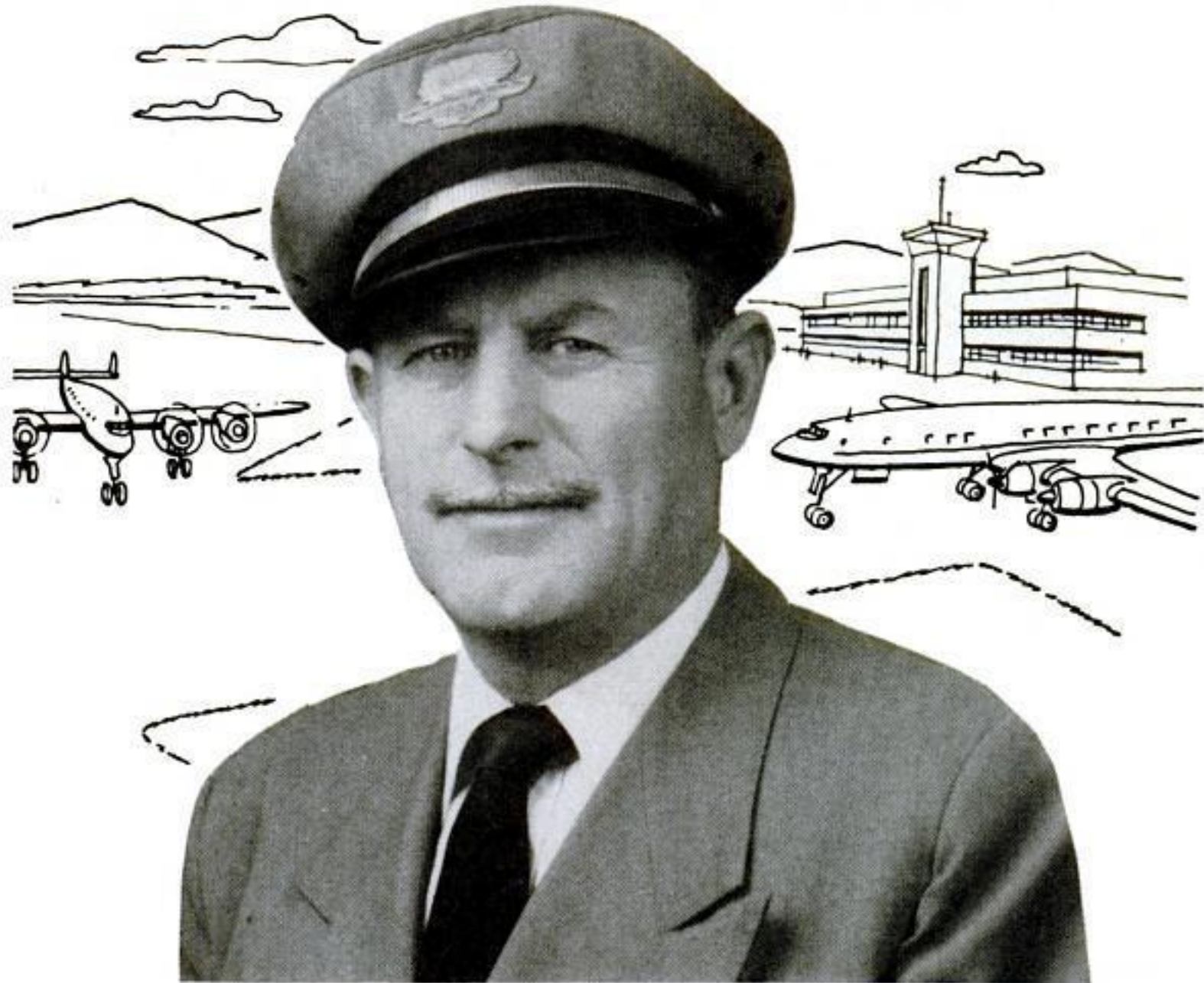


Discover the most delightful deodorant stick of all... Evening in Paris. Glides on dry... keeps underarms *dry* and delicately *fragrant* with Evening in Paris perfume. Lovely women everywhere rely on it for dawn-to-dawn protection. Easy to apply in new push-up tube.

EVENING IN PARIS
DEODORANT STICK-SPECIAL! 2 FOR \$1
regular \$1.50 value



IF YOU WANT TO STOP SMOKING FAMOUS AIRLINE PILOT TELLS HOW!



Roger Don Rae is a senior pilot for TWA. He has won the Freddie Lund Trophy for precision flying, and took the "N.A.A. Champion Pilot" award in 1936.

Captain Rae says: "I used to smoke all the time. I just couldn't stop. The nicotine habit really had me in its grip. It's best not to smoke when you fly an airplane.

Airline Pilots know altitude and heavy smoking do not present the best of health conditions. Then one day I heard about Bantron. With the help of Bantron, I stopped smoking in a few days. Today I am free of the habit. I tell all my friends who want to stop smoking and complain that they can't, to try Bantron."

Here at last is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal*, scientists reported that 4 out of 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 3 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

Bantron does not make you dislike smoking. It does not interfere with your taste in any way. Taken as directed Bantron is perfectly safe and is not habit forming. It curbs the desire for nicotine in your body which gives you a craving for tobacco.

However, if nervous tension or any other cause makes you *have* to reach

for a cigarette, just reach for a Bantron instead. Bantron replaces the craving for nicotine in your system enabling you to conquer the habit. Bantron Brand Smoking Deterrent tablets are available at your drug store without prescription. Price \$1.00.

* Copies available to doctors on request.

Read What Users Say About Bantron

"I'm through smoking for good, thanks to your Bantron tablets which helped me over those first four or five rough days."

"I took Bantron as directed. It's been one month today since I've smoked."

"My husband laughed every time I told him I'm giving up smoking. I just couldn't do it until I tried Bantron."

"Will frankly say they do curb the desire for smoking as no other product will. You have something there in Bantron."

"Thanks to Bantron I have quit smoking after eighteen years as a slave to the habit."

Bantron

BRAND

Smoking Deterrent Tablets
A CAMPANA PRODUCT



Piersall CONTINUED

REAL-LIFE ACTORS OF THE DRAMA



THE PIERSALL FAMILY—Jim's wife Mary, Jim, his mother, his father John Piersall and his eldest daughter Eileen—gather around a restaurant table in 1953. The elder Piersall, a retired painter, is still on warm terms with Jim, approves of telling the story because it may be helpful to others in trouble.



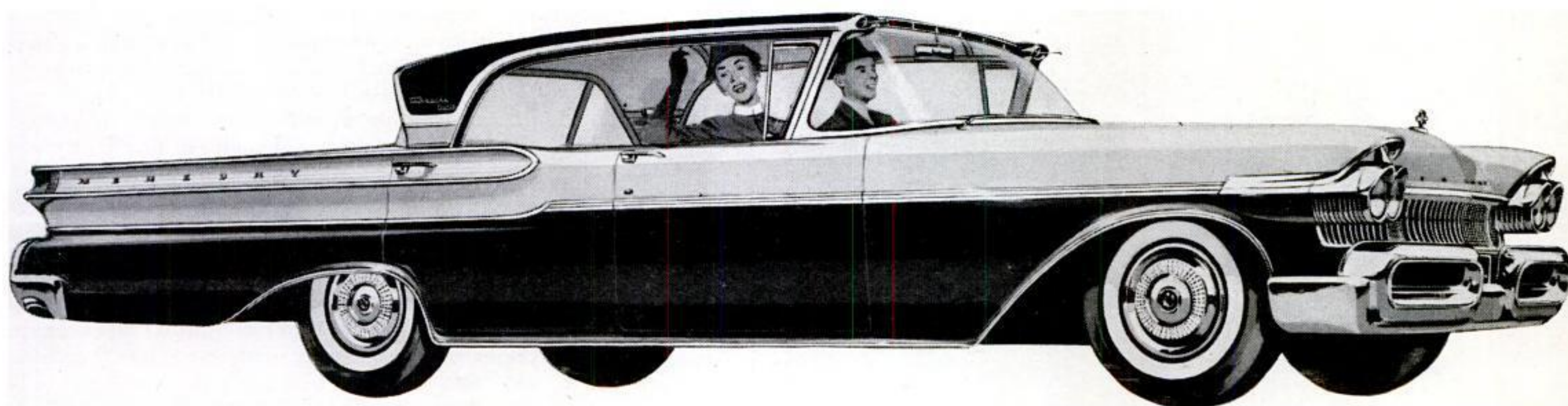
A FRENZIED HECKLER in 1952, Piersall, who was sent down to Birmingham by Boston because of his antics, shrieks "mon-kee, mon-kee" at rival pitcher.



HAPPINESS REGAINED, Jim and Mary Piersall are together at the Red Sox training camp in Sarasota this spring. He has starred in pre-season games.

Enter today! Big M Dream-Car Contest

90 FREE MERCURYS



FIRST PRIZE EVERY WEEK: A TURNPIKE CRUISER!



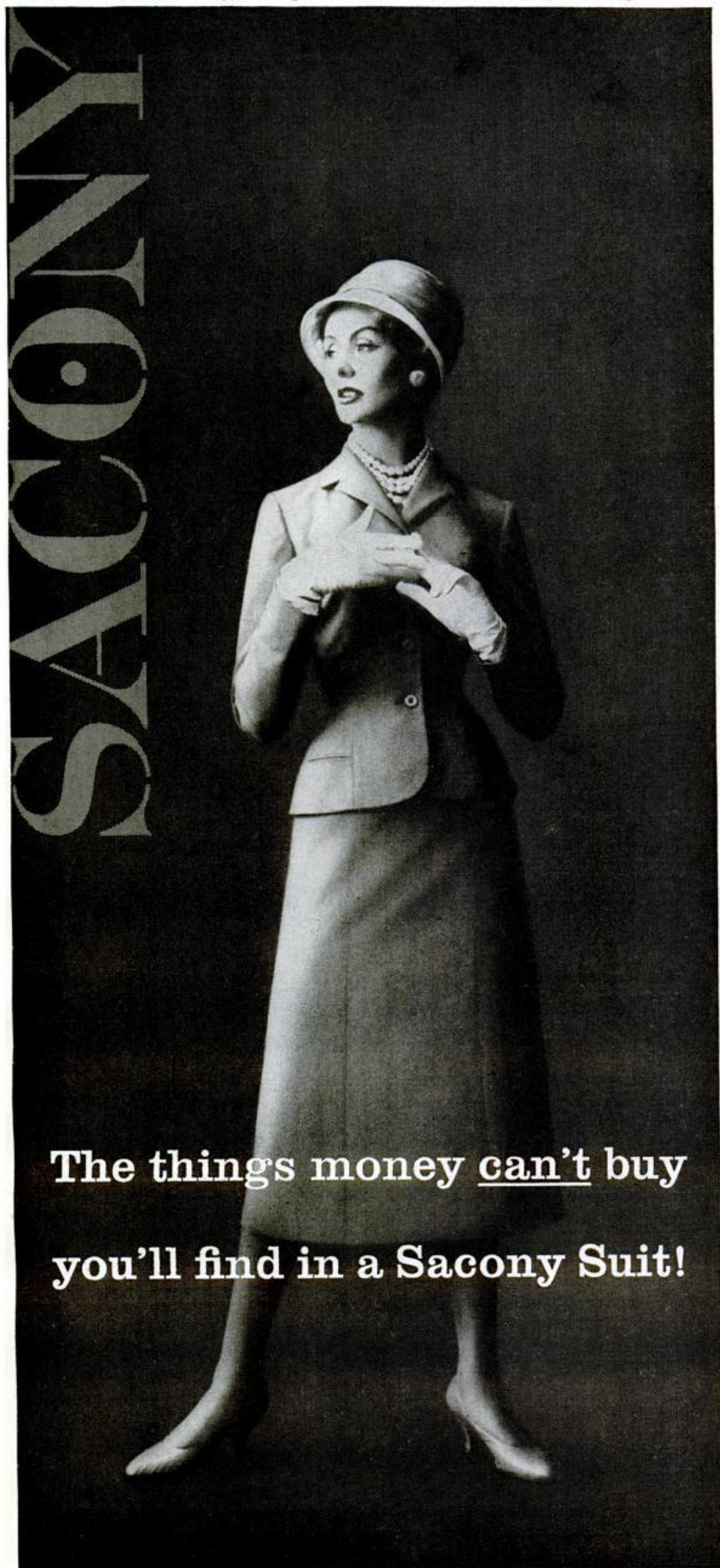
ED SULLIVAN says: "15 free Mercurys every week! First prize, a new Turnpike Cruiser—most advanced car at any price—at the top of The Big M dream-car fleet! 2,190 prizes in all. New contest every week.* It's easy to enter, easy to win. You can enter every week at your Mercury dealer's."

\$450,000 IN PRIZES

<p>FIRST PRIZE</p> <p>Mercury 4-door Turnpike Cruiser—one each week. The most dramatic expression of Mercury's Dream-Car Design! Plus an all-expense-paid trip to New York for two, with transportation by American Airlines DC-7. Guests of Ed Sullivan at his television show.</p>	<p>NEXT 4 PRIZES</p> <p>Mercury Commuter 2-door, 6-passenger Station Wagons — 4 each week. Hardtop design. Air-Cushion Suspension, first true passenger-car ride in wagons. Power-operated retractable back window. Everything is totally new. Most luxurious station wagons ever built!</p>	<p>NEXT 10 PRIZES</p> <p>Mercury Monterey 4-door Sedans—10 each week. Hardtop glamour (concealed side pillar). Widest car in its field. The industry's biggest size increase! All Mercurys awarded include Merc-O-Matic Drive, radio, heater, whitewall tires, directional signals, window washers.</p>	<p>NEXT 50 PRIZES</p> <p>General Electric "Companion" TV sets — 50 each week. Portable, weighs only 26 pounds! Performs with console clarity. Aluminized picture tube, built-in antenna. Retail value \$129.95.</p> 
<p>NEXT 300 PRIZES</p> <p>Sheaffer's White Dot Snorkel Pen Sets — autographed by Ed Sullivan — 300 each week. World's finest writing instrument. Value \$22.75.</p> 	<p>SPECIAL \$10,000 BONUS</p> <p>\$10,000 CASH awarded instead of a Mercury if you buy a new Mercury from an authorized Mercury dealer during the contest and before being advised of winning one of the top 15 weekly prizes. (See official contest rules)</p>	<p>SPECIAL \$2,000 BONUS</p> <p>\$2,000 CASH awarded in addition to a new Mercury if you buy a used car from an authorized Mercury dealer during contest and before being advised of winning one of the top 15 weekly prizes. (See official contest rules)</p>	<p>HERE'S ALL YOU DO TO ENTER</p> <ol style="list-style-type: none"> 1. Go to your Mercury dealer today. 2. Pick up official rules and entry blank. 3. Complete last line of Mercury dream-car rhyme. 4. Mail official entry blank to "Mercury Contest." <p><small>*Last contest ends April 20th Subject to Federal, State and Local Regulations</small></p>

GO TO YOUR MERCURY DEALER'S TODAY!

Some things in life can't be measured by price tags. Mysterious little subtleties like taste, quality, poise . . . all the things you'll find in "The Priceless Look" of a Sacony suit. Here, the handsome basis of your entire wardrobe, the tailored suit, with a new softness to its shorter, four-button jacket and easy, long-limbed skirt. In Sacony's new Palm Beach-D (Dacron keeps it in crisp shape, gives it a silkier touch.) In Spring colors, misses and proportioned sizes. With its look of true elegance, no one would dare ask you the price! Ready at your favor- **\$25.*** ite store or write Sacony, College Point 56, New York. Sh-h, it's only



The things money can't buy
you'll find in a Sacony Suit!

*PRICES SLIGHTLY HIGHER FROM DENVER TO WEST COAST

HAT—JOHN FREDERICKS CHARMER

Piersall CONTINUED

'NO ONE NEED WORRY ANY MORE, JIM'S ALL RIGHT NOW'

The spring after his breakdown Jimmy Piersall came back to the hard world of baseball—a game played without mercy by aggressive young men whose livelihood depends on their ability to win. Quarter is seldom asked and rarely given. To upset a rival a player can be rough-tongued and cruel.

This was a tense and touchy atmosphere for a man fresh from a mental hospital and the Red Sox officials worried about it. Joe Cronin, the club's general manager, recalls, "I remember lecturing Jimmy, telling him that he must keep in mind that baseball is a game of disappointments, more disappointment than anything else. I told him not to get upset about umpires' decisions or striking out or popping up. He had to remember that a .300 hitter is just fine, but he is still a player who has missed a hit seven times in every 10 chances."

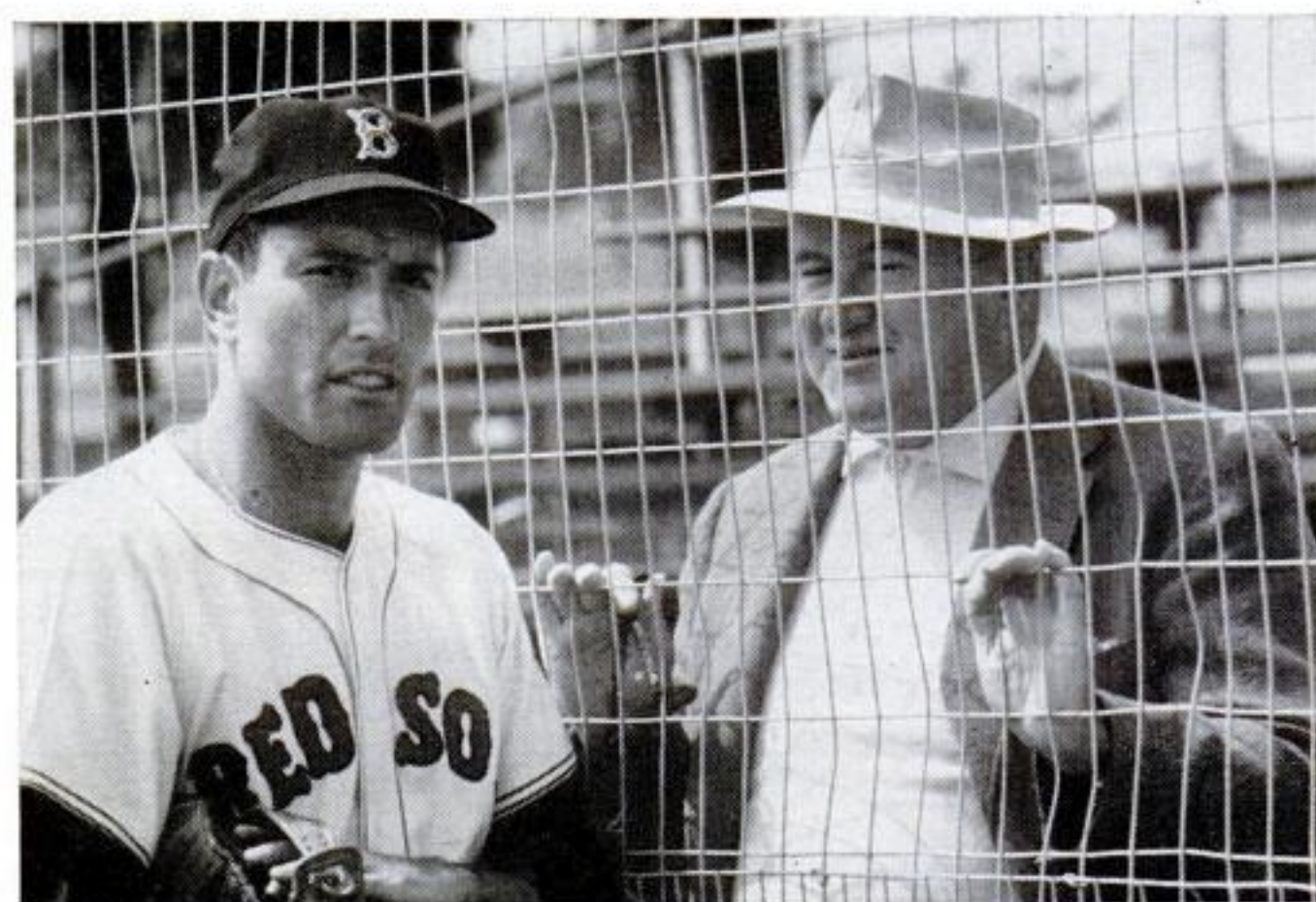
But very early that spring Cronin felt confident that Jimmy would make it. "The Red Sox played a practice game with the Dodgers," he remembers, "and a close call at the plate went against the Dodger pitcher. I remember Piersall stood there for a moment watching the pitcher fume and then he turned to the Dodger catcher, Roy Campanella, and said casually, 'You had better tell that guy to cool off or he will wind up in the booby hatch just like me.'"

There were people who tried to help early in that first year back. "Say Jim slid into second and the play went against him," Cronin explains. "He would jump up ready to argue and umpires would be a little more patient than with other ballplayers. They would let him talk himself out. And the other club managers and players were pulling for him. They turned their backs on little incidents."

But once the season was well under way, Piersall had to take it too. In Washington one afternoon a man monotonously shouted "crazy, crazy, crazy" at him through 18 innings of double-header. In Detroit fans shouted "Hollywood gooney bird" and it became standard practice in hostile parks for someone to make a sirenlike noise and then scream, "Watch out, Jimmy, the white coats are coming." The Piersall who listens to this is by no means a model of unruffled serenity. He is a normal ballplayer, energetic, keyed up, full of flashes of the old temper. But he takes the ribbing.

A devout Roman Catholic, Jimmy is a praying man and he finds prayers help when things get rough. And sometimes he just gets mad. "But all baseball players get mad," says Cronin. "They wouldn't be worth a continental if they didn't. They have got to vent their feelings somehow, throw a bat, or come into the dugout and blow off. Any normal ballplayer does that. It goes with the game."

Piersall's game keeps improving. He is a perfectionist afield, his batting stays close to .300 and, at 27, he probably has 10 more years of ball ahead. "I have got things," he says. "I have got a little security. My teammates and even the opposing players respect me as a ballplayer and that is what I want. I've been successful at a salesman's job outside the baseball park, I have my wife and five beautiful children, a million bucks worth of kids." Joe Cronin adds, "And he is going down in history as the greatest fielding center fielder in the American League. No one has to worry any more about Jimmy Piersall."



JIMMY AND BOSS Joe Cronin get together at Red Sox training field. Cronin's sympathetic handling of Piersall played a major role in his comeback.



You've earned it...LIVE A LITTLE!

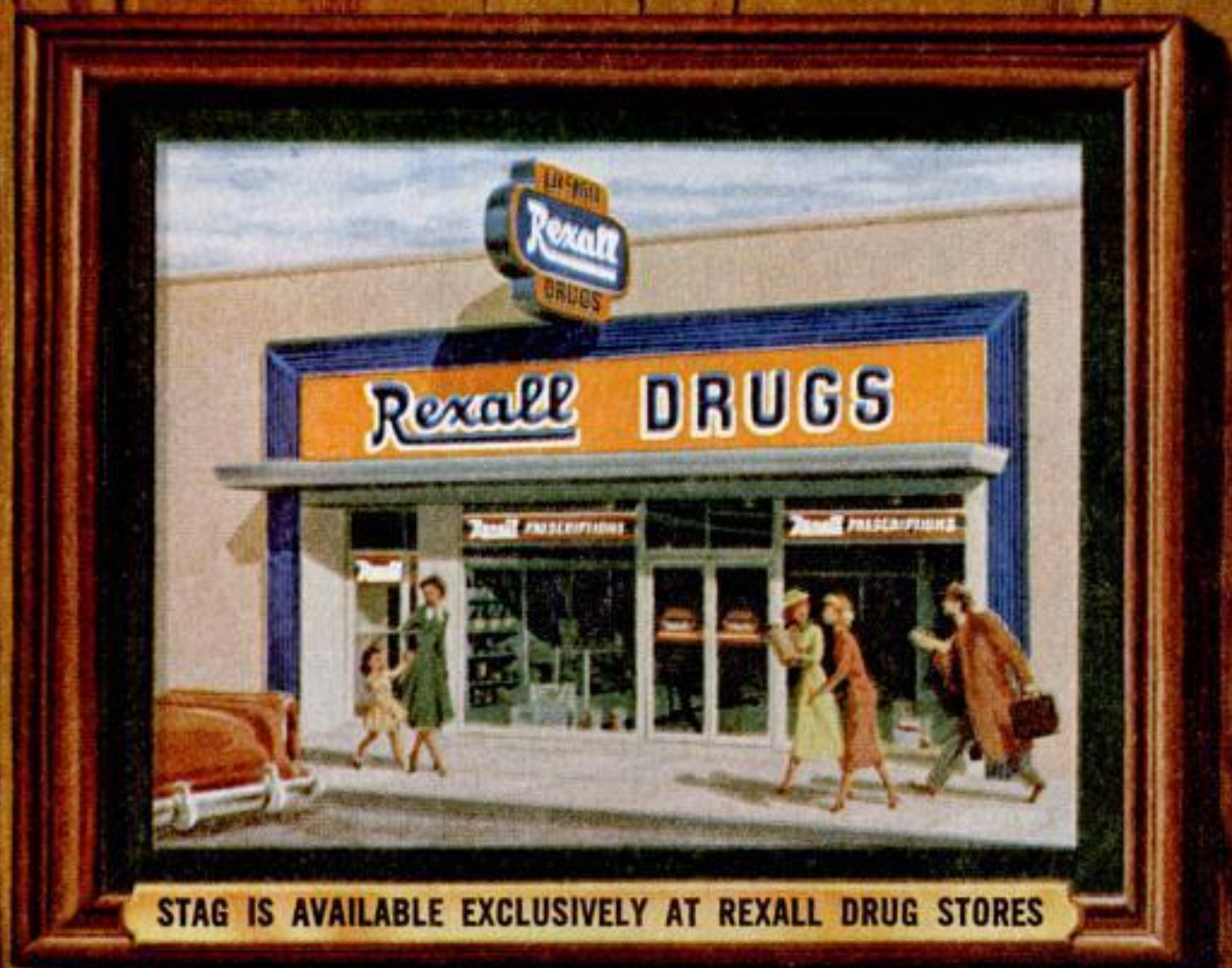
Accomplishment deserves reward. So tonight when you enjoy a relaxing moment...do yourself a *real* honor. Make it the superlative flavor, the finer quality, of famous bonded Old Forester—America's *only* registered* bourbon. There is nothing better in the market.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



* Here is the whisky that lives up to your confidence. The complete history of every bottle is registered, to satisfy *us* that it meets our highest standard of quality...to assure *you* there is nothing better in the market.

April See it now—



STAG IS AVAILABLE EXCLUSIVELY AT REXALL DRUG STORES



BRUSHLESS SHAVE CREAM contains beard-softening oils to make shaving kinder to your skin. Leaves your face smooth and comfortable. Long-lasting, large size . . . 60¢
LATHER SHAVE CREAM. Foamy-rich and creamy . . . 65¢



AFTER SHAVE LOTION—fresh as all outdoors—adds a bracing final touch to your shaving . . . \$1.00



ELECTRIC PRE-SHAVE LOTION pre-sets your beard for a smooth, refreshing electric shave . . . \$1.00



COLOGNE FOR MEN is the choice of active men. You'll feel great with this refreshing outdoor tang . . . \$1.25



AEROSOL SHAVE CREAM. Instant lather sets up whiskers for clean, smooth, easy shaves. Now . . . 79¢



AEROSOL SPRAY DEODORANT with hexachlorophene assures all-day protection for the active man . . . 98¢



AFTER SHAVE TALCUM—an invisible shade that's extra fine. In a handy new squeeze bottle . . . 75¢



MIST DEODORANT—an anti-perspirant that gives all-day protection . . . 79¢
DEODORANT STICK . . . 98¢



DELUXE HAIR OIL neatly tames unruly hair . . . 69¢
CREAM HAIR TONIC blends oils and lanolin . . . 69¢



VITA-HAIR TONIC conditions, gives hair lustre with a "natural" look. Greaseless, now only . . . 69¢

REXALL *presents the new* STAG

Here's the choice of America's active men. With new STAG you'll look better . . . and you'll feel better, too. That's because new STAG'S wind-swept tang—clean as all outdoors—gives a lift to your spirit as well as your appearance.



it's new from REXALL

New **STAG** Introductory Offer Saves You 35¢



you get:

STAG AEROSOL SHAVE CREAM ^{6-oz. size}

STAG AFTER SHAVE LOTION ^{3-oz. size}

A \$1.54 value **Now Only \$1.19**

Here's your chance to enjoy new STAG—at an exceptional saving. Find out how smooth and easy shaving can be with instant lather STAG AEROSOL SHAVE CREAM. Then add a final touch with a refreshing and cooling "pickup" of STAG AFTER SHAVE LOTION. And be sure to get this new STAG Special soon. Offer is good only for the month of April.

it's New

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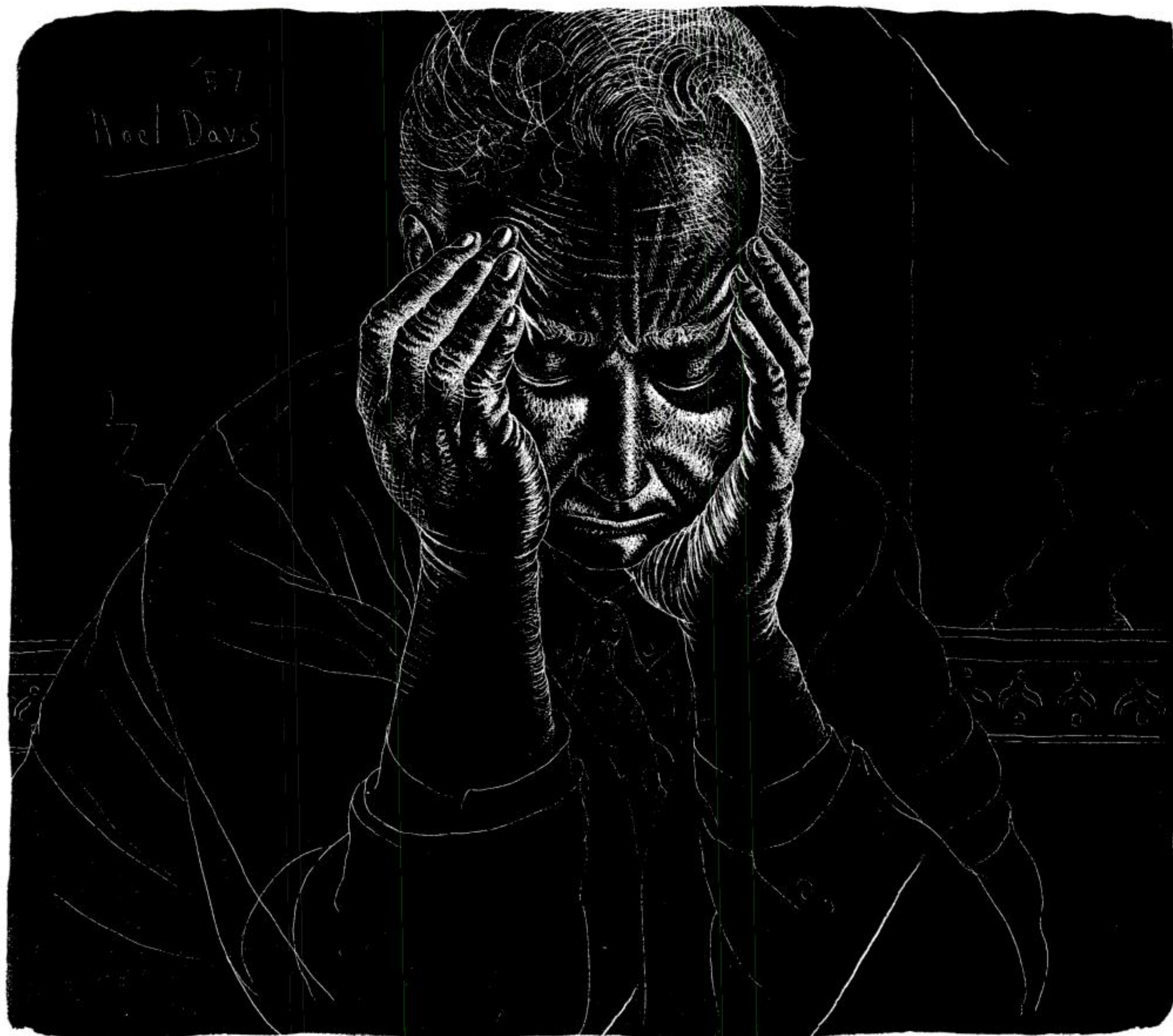
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THE TORMENTED HERO of the play, James Callifer (Robert Flemyng), is shrouded in deep gloom, unable to discover the source of his despair.

A SPIRITUAL SUSPENSE STORY

**An artist interprets the characters
in Greene's play, 'The Potting Shed'**

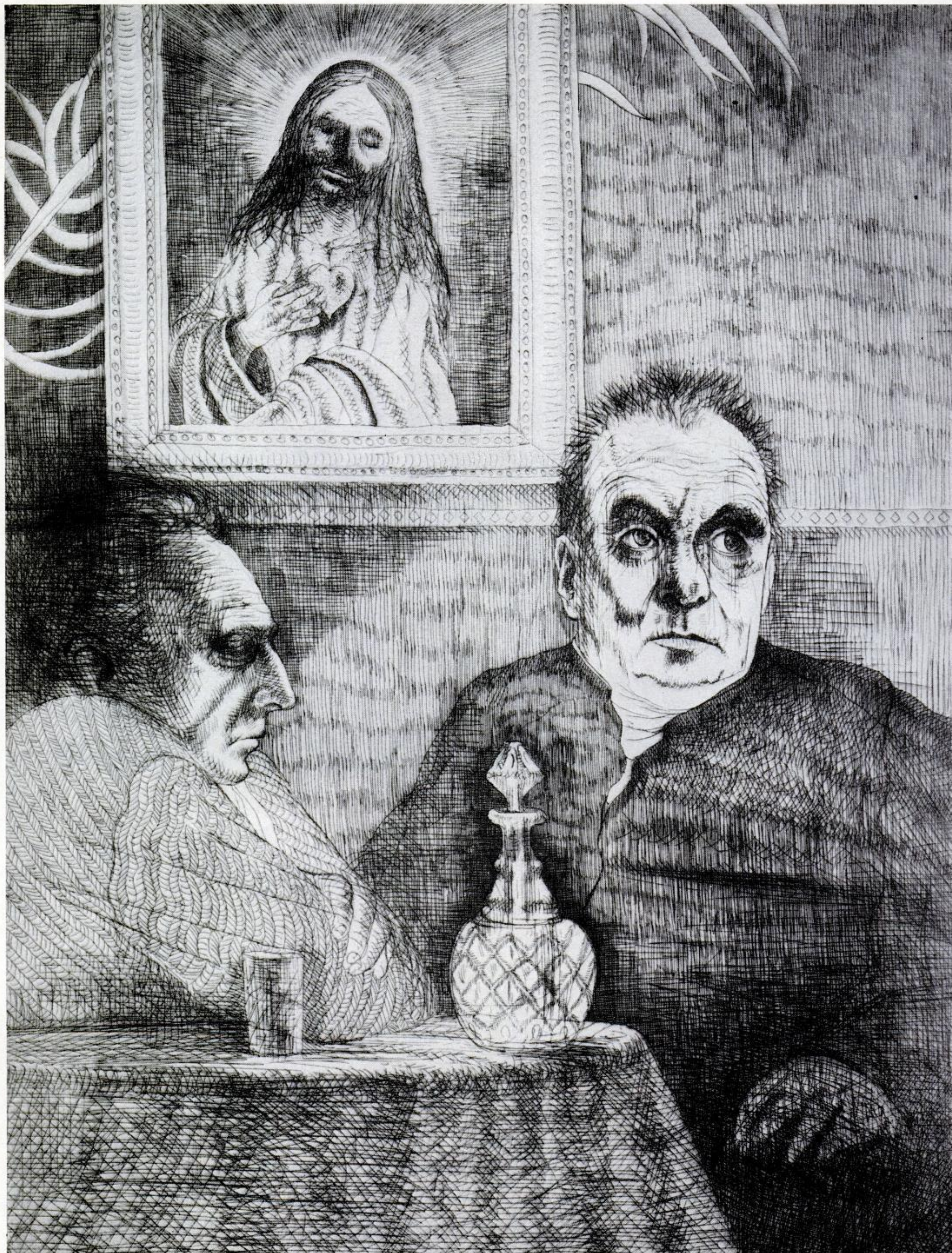
For 30 years James Callifer (*top*) lived in a strange state of torment—unloved by his parents, unable to love his wife, never knowing the reason for his misery. He only knows that he was involved in some shocking boyhood incident in a gardener's shed, which he cannot remember and nobody dares mention. This mystery is presented and solved in a new religious play, *The Potting Shed*, Novelist Graham Greene's first successful work on Broadway, and one of the season's best acted and most engrossing dramas.

To catch the tense and somber mood of Greene's spiritual detective story, LIFE commissioned Noel Davis, a young artist who is the son of Artists Floyd Davis and Gladys Rockmore Davis, to portray the three leading actors in Callifer's mystery. For half the play the audience, like Callifer himself, grasps at clues. They see how his mother (*right*) idolizes her husband, a noted atheist, who is on his deathbed. They learn from her of the hostility between him and his son. And they hear her refer coldly to her husband's brother, an obscure priest (*next page*).

THE HERO'S MOTHER (Dame Sybil Thorndike) holds the secret of her son's unhappiness, but out of loyalty to her late husband refuses to help him.

CONTINUED





SOLUTION TO THE SECRET is given when Callifer visits his father's brother (Frank Conroy), an embittered priest. He reveals that years ago young Callifer, in a fit of melancholy, had hanged himself in the shed. The priest had prayed over the dead body and bargained with God to give up his own dearest possession,

his religious faith, if the boy could be saved. Callifer was restored to life but the shock blacked out his memory of the experience. His atheist father denied the miracle and rejected his son because he was a testament of divine power. By the play's end the priest regains faith, and Callifer steps out of the shadow of despair.

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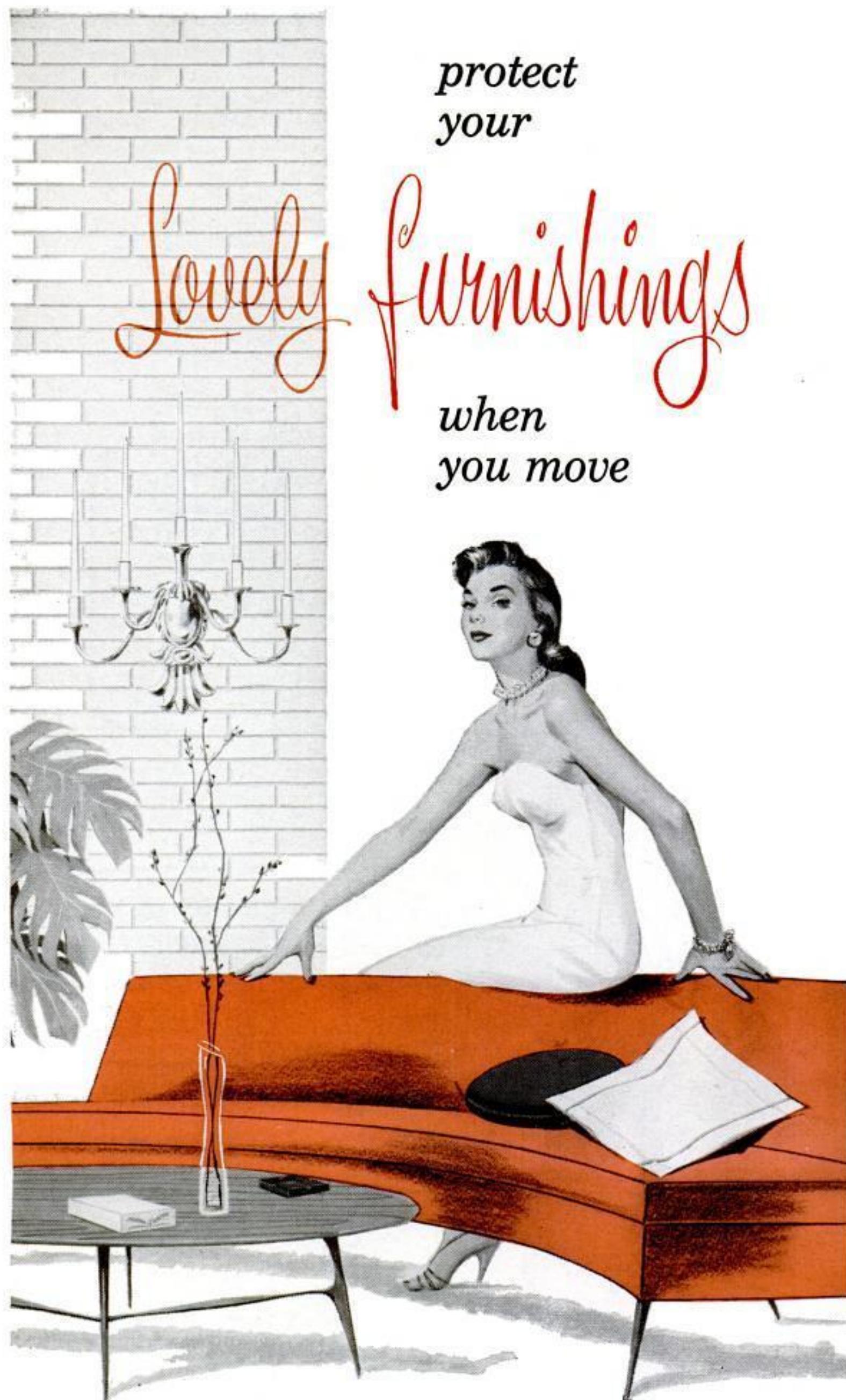
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'POTTING SHED' CONTINUED

MR. GREENE PROMISES NO MORE MIRACLES

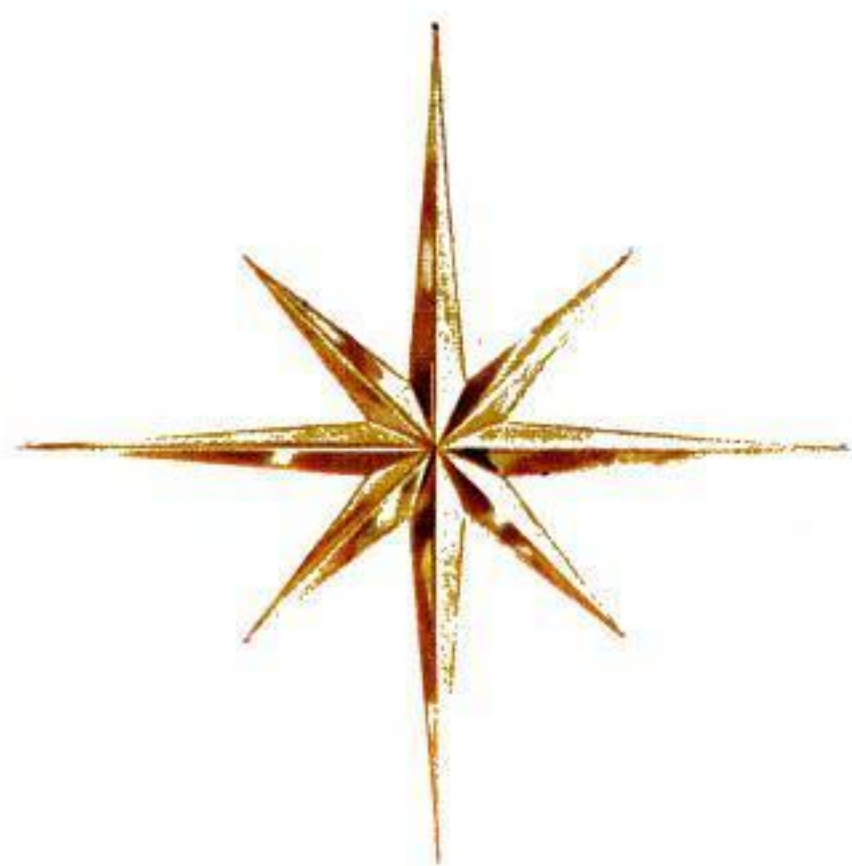
A note of autobiography is struck by Graham Greene in *The Potting Shed*. Like the hero, James Callifer, Greene also tried as a boy to end his life because he was unhappy at school and home. He drank photographic developing fluid, then a bottle of hay fever lotion and chewed a bunch of deadly nightshade. The play itself reflects Greene's personal struggles to save his soul and worship God. Converted to Catholicism in 1926, Greene has been wrestling with and writing about the problems of good and evil, saints and sinners, fidelity and adultery almost ever since.

Discussing the religious issues in *Potting Shed*, Greene explains that the priest's offer to give up his faith in return for his young nephew's life is "a contract made in the dark." When the boy lives, the priest only imagines that God has accepted his offer. But faith is "a gift from God, not a merit, and therefore was not his to give away," as is proved when he recovers faith. Greene admits that his point may not be too clear but adds that if his play were all crystal clear, it would be a "dull thing indeed."

Though he has long been admired by Americans as a superb storyteller—in such thrillers as *Ministry of Fear* and *This Gun for Hire*, and such movies as *The Third Man* and *Confidential Agent*—as well as a serious novelist (*The Power and the Glory*, *The Heart of the Matter*), Greene is especially pleased by his Broadway success. It has given him, at 52, a new field to try his talents. Mindful of the U.S. failure in 1954 of his first play, *The Living Room*, Greene pitched in willingly to rewrite parts of *Potting Shed*. He is now finishing a novel about school life, has written the film version of Shaw's *Saint Joan* and has started on a new play, a satiric comedy which will be seen on Broadway next season. "One thing I can assure you is that there will be no miracles in it," says Greene. "I am rather bored with the subject now."



AT HOME in London's famous Albany apartment house, Greene lives quietly by himself amid solid Victorian luxury. He is separated from his wife.



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Candidate Under False Colors

YALE RINGER CARRIES A HARVARD ELECTION

The chilly pre-spring doldrums bore heavy on the Ivy League, but not on Harvard's Lamont Dupont. Handsome, debonair, wealthy beyond belief, he idled as an honor guest at Government House, in Jamaica. Suddenly, a summons. Back in Cambridge his name had been put up as candidate for the committee of the Freshman Jubilee, a big Harvard spring weekend. Dupont was needed at home.

Dupont's arrival at Harvard was impressive. His long black Cadillac, flanked by two trench-coated bodyguards who conversed in French, swished through the gates into Harvard Yard, where ordinary cars are forbidden. Top-hatted, in impeccable morning attire, he debarked (*below*), mounted the steps of Widener Library, squelched a heckler with a haughty glare and announced, "In spite of the vulgarity which has characterized the campaign of my opponents, I will not be deterred. No time for snobbery, this." Word of his coming had preceded him (*next page*) and the campaign was brief. Dupont was elected to the committee with more first-choice votes than any other candidate.

But Dupont did not serve. Instead of lounging in Jamaica, he had been wintering no farther south than New Haven. His successful campaign had been staged by Harvard friends, and he was really Robert Hathaway, Yale '60.



MR. LAMONT DUPONT, Robert Hathaway of Yale, stands with his London *Times* beside stuffed

bulldog, Handsome Dan I, at Yale. Prep school classmates now at Harvard picked him for the job.



IN TRIUMPHANT ARRIVAL at steps of Harvard's Widener Library, "Lamont Dupont" makes V-for-victory sign before mounting steps to speak to crowd.

He got to Cambridge minutes before his act, changed into morning clothes at clothing rental shop and was briefed on his performance during the Cadillac ride.

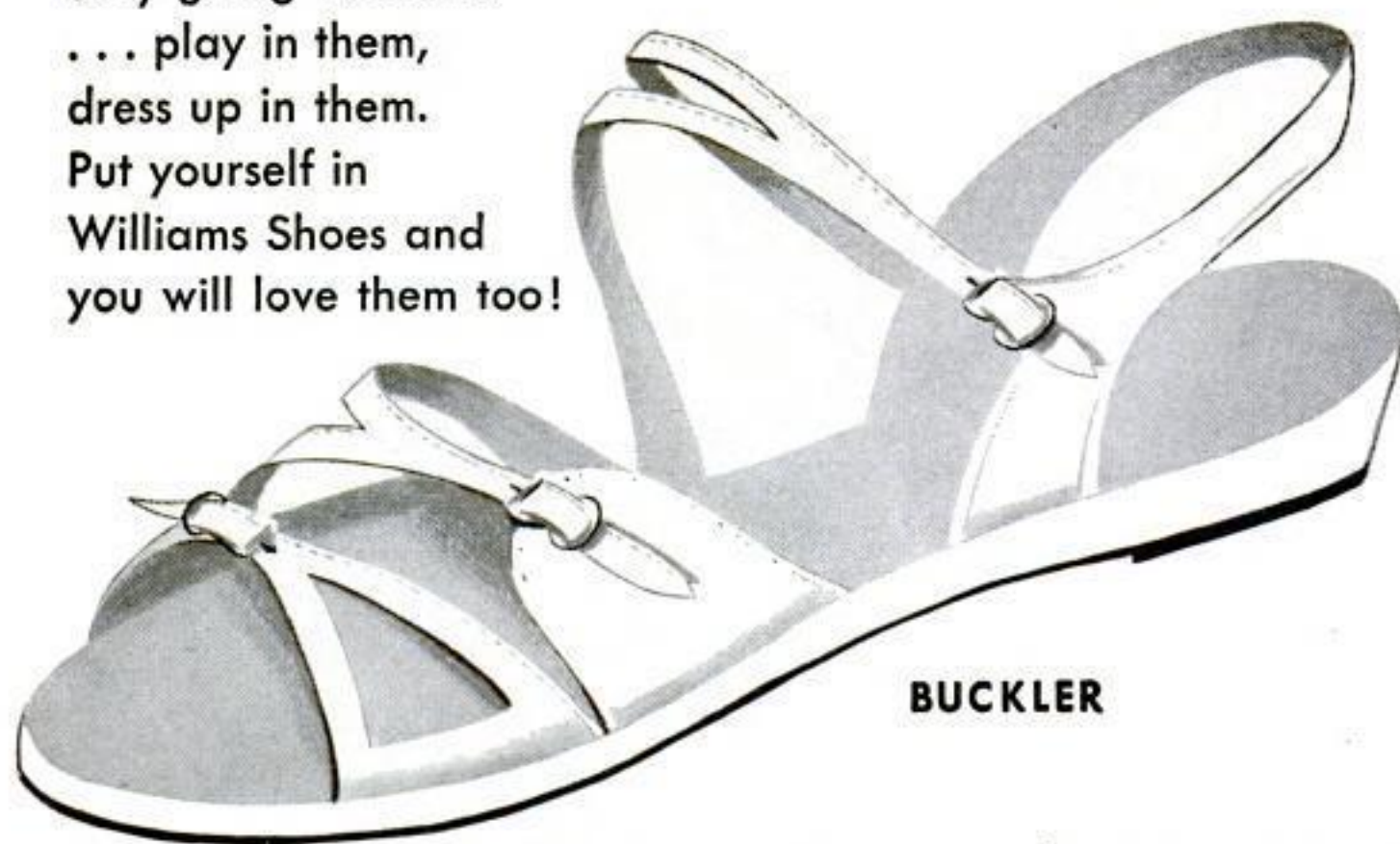


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Young America lives in them, loves them . . . likes their glove soft, cushioned comfort, the way they fit so well, look so wonderful. They have more fun in young, easy-going Williams . . . play in them, dress up in them. Put yourself in Williams Shoes and you will love them too!



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YALE RINGER CONTINUED



FASTIDIOUS CAMPAIGN waged by Dupont is emphasized by banner in the Harvard Union indicating that he scorned vulgar tactics of his opponents.

HE 'GOES TO THE PEOPLE'

In the days leading up to Dupont's arrival, his campaign committee worked hard to publicize his name. They peppered the freshmen with slogans and bulletins saying that Dupont "enjoys the sport of kings—falconry" and explaining the futility of voting against him because "he owns us all anyway." But as election day approached, they had received no letter of acceptance from the candidate himself.



TIPPING TOPPER, Dupont walks grandly past his admirers.

Suddenly a gracious notice, on London hotel stationery and thick with sealing wax, appeared on the Union bulletin board. "My dear gentlemen," it began, "I have received your petition and after due consideration I have decided to seek office. . . . Good blood may not, as some would suggest, be an absolute requisite for common office, but certainly a gentleman's appearance, if not his substance, is necessary in even the meanest candidate. . . . For, on occasion, we must all cast our pearls and, in the words of Hamilton, 'Go to the People.' Your Ob't servant, Lamont Dupont." Proclaiming Dupont "condescends to run," the committee produced its bogus candidate and got him elected "ex-officio" member at a campaign cost of \$67.



DUPONT COMMITTEE which engineered the campaign had as ringleaders (from right, foreground) Bartle Bull, Morgan Wheelock, Michael Macdonald.

CONTINUED

Chase & Sanborn invites you to celebrate and save during this...

93RD ANNIVERSARY SPECIAL



Save **25¢** on new giant - size jar...
enjoy the finest instant coffee ever developed!

1957 marks Chase & Sanborn's 93rd year of coffee-making experience. More important, it heralds the development of New Instant Chase & Sanborn—the first, *the only*, full-bodied instant.

Not until you try this remarkable new instant will you understand why we chose this year to celebrate our coffee anniversary. For today's New Instant Chase & Sanborn is the finest, the most

satisfying coffee—instant or ground—ever offered coffee drinkers.

We urge you to try New Instant Chase & Sanborn at your earliest opportunity. To hasten this wonderful experience we're offering a special 25¢ saving on the giant-size jar—for a limited time only. Once you taste *this* coffee you, too, will have good reason to join our celebration!

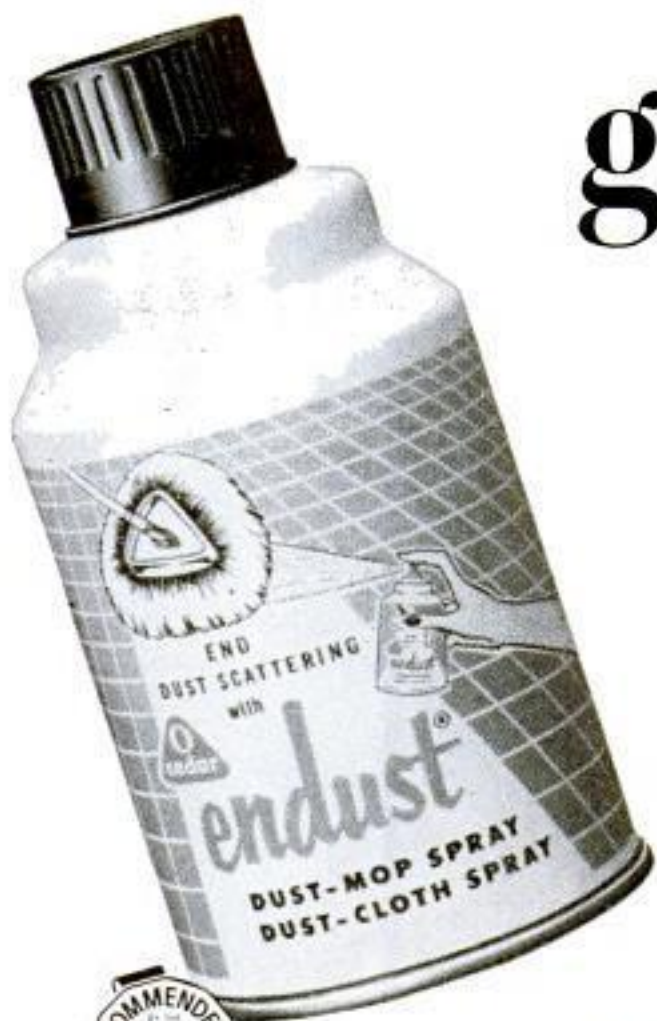
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INSTANT CHASE & SANBORN —the full-bodied coffee



Don't scatter dust... get rid of it!



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Why chase the same dust twice? Spray O-Cedar Endust on mop or cloth and remove every trace of dust—prevent resettling. Perfect answer for anyone with dust allergy. Endust leaves no oily film—actually brightens polished areas. Do a faster, better job and dust less often. Aerosol spray can lasts for weeks in average home. 6 oz. 98c, 12 oz. \$1.79. Money-back guarantee.



Endust converts the dust into heavy lint particles that shake off neatly into newspaper or wastebasket.



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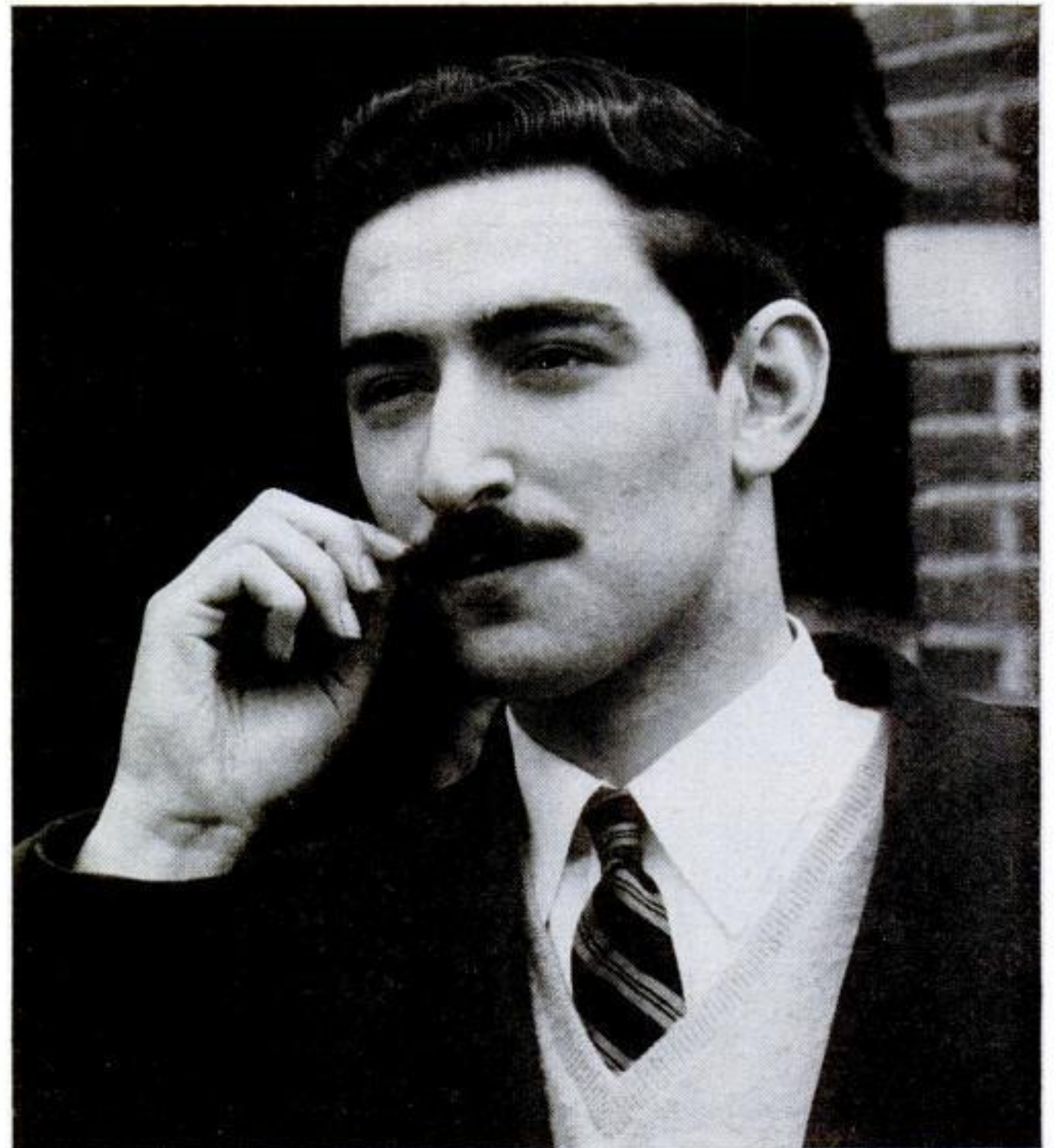


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YALE RINGER CONTINUED

OTHERS ARE IN THE ACT



ANOTHER IMPOSTOR, nonexistent Oliver A. Yabook, actually senior Stephen Stearns, ran behind Dupont but was also "seated" on committee.



HELPFUL DEAN, Harvard's F. Skiddy Von Stade Jr., knew of hoax, gave Dupont backers go-ahead because campaign was well organized.



KINDLY COP, Robert Bredin, who has spent 26 years at Harvard, let Dupont's Cadillac enter Harvard Yard, closed gate on rival's scooter.



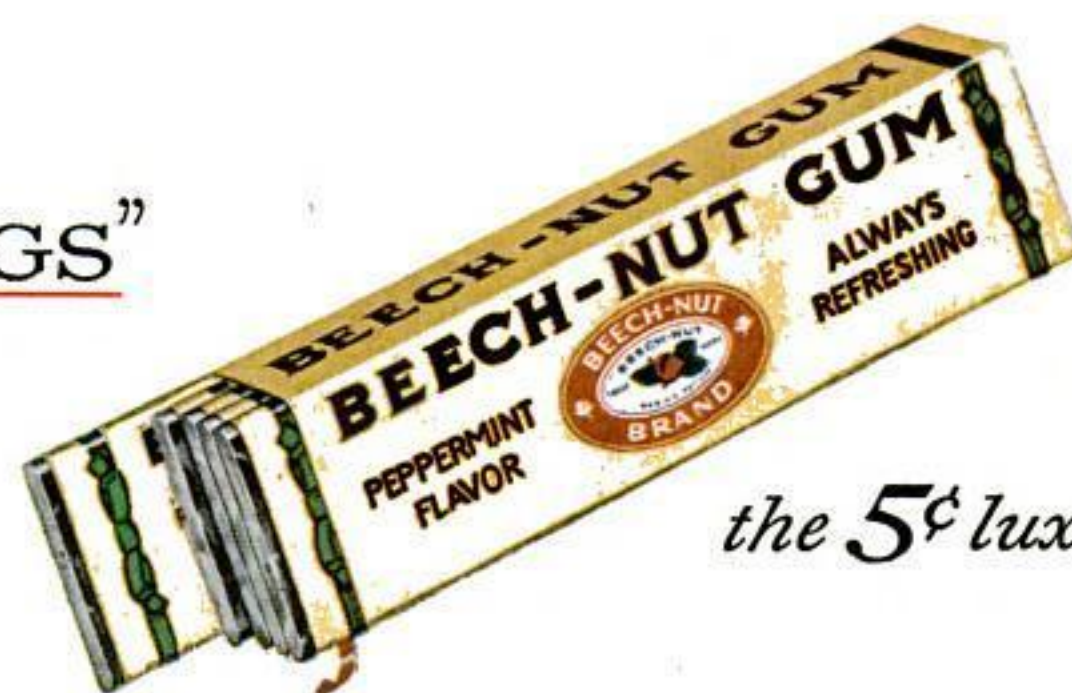
JUBILEE COMMITTEE of 11 elected members meet, with empty chairs for Dupont (*top hat*) and Yabook (*mustache in plate*). Neither will serve.



Be Chewsy

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BEECH-NUT...the quality gum



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AN EMERALD LAND stretches between the hills at the time of spring haying after the snows have fallen back to the Alpine peaks above the fertile Ziller

A fleeting time of

As snows retreat in the Austrian Alps, the valley



In all the green world there is no place touched by spring more lovingly—yet more fleetingly—than the land of the Austrian Tyrol. There, in this fabled finger of mountain and meadow that lies between Germany, Switzerland and Italy, the season of spring cannot always be measured in time. It is on the land so swiftly that winter seems barely gone before the scented summer comes.

No wonder then that the Tyrolean spring is rarely experienced by the tourist. Of the many thousands of outsiders drawn to the region, nearly all come to the environs of Innsbruck, the capital of the province, for the excellent skiing that is afforded in the winter months or the majestic sightseeing that can be done in summer. Spring, as elusive as a mountain

CROWDING the snow high up in the Pitz valley, the wild white and lavender crocuses push out of the earth against a craggy backdrop of the Breithlechner ridge.

photographed for life



valley. To prepare dry fodder for the farm animals, the farmers stick poles into the ground and pile the freshly mown hay around them in 5-foot-high stacks.

Spring in the Tyrol

people give A TRADITIONAL greeting to the season

echo, seems peculiarly to belong to the natives of the Tyrol who can discern it even when it arrives all in a rush on a single dark night.

As the land explodes in bud and blossom, the Tyroleans sing of the season and dance to its freshness. There are festivals in the villages, with concerts, costumes and parades. Great kegs are rolled out for the quaffing of the dark bock beer. In some places the menfolk put on their most ornate costumes and ring cowbells in the traditional rite that chases away winter like some demon that has overstayed its welcome. There is a brisk wielding of paintbrushes and scrub brushes as the tidy, thrifty folk spruce up their pretty villages. And everywhere the poetically beautiful spring displays itself with the color and gaiety that are shown on these pages.

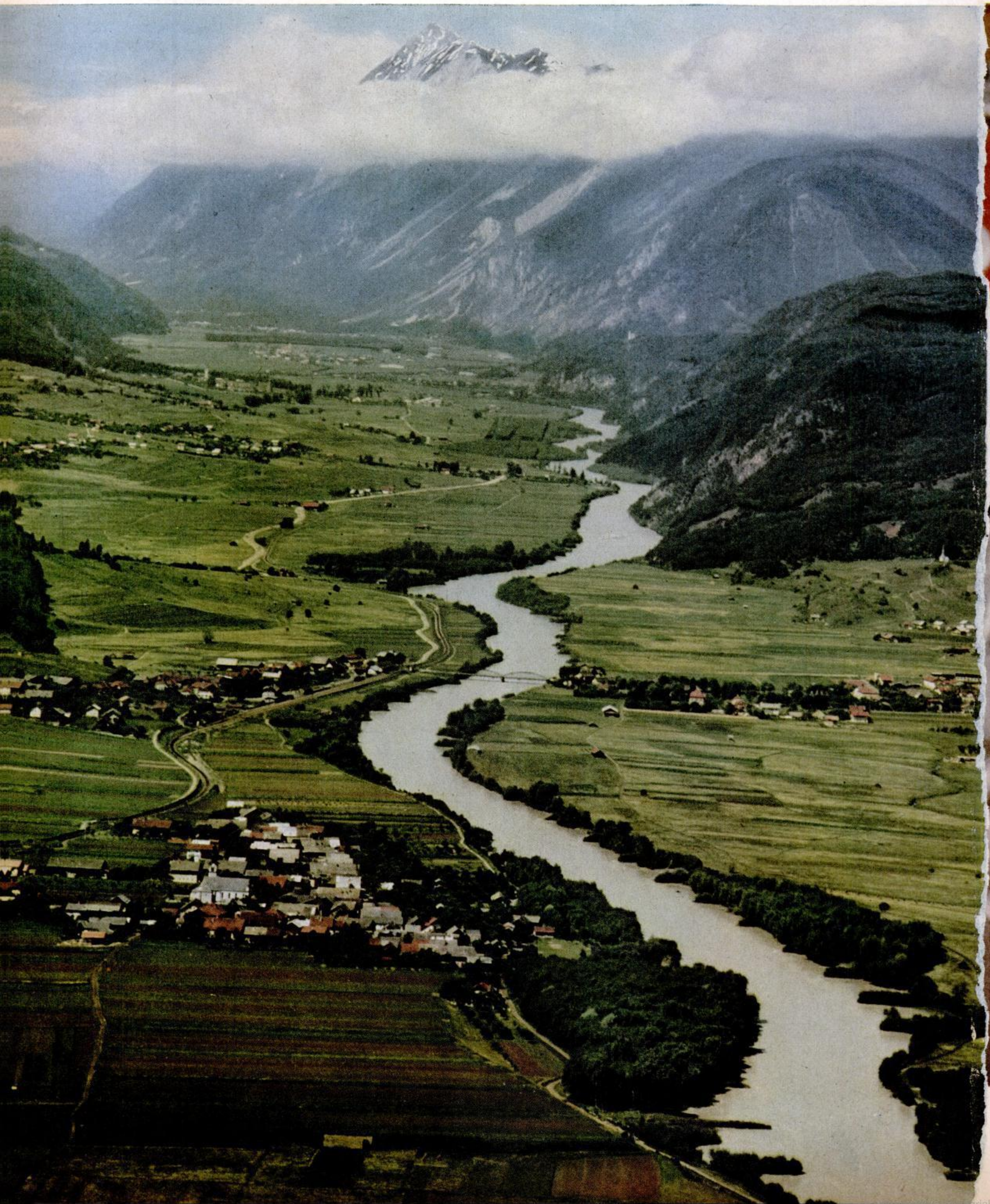
GIRL HIKERS on an outing from Munich drop their packs and do a folk dance on a meadow full of dandelions near the village of Mösern in the Inn valley.

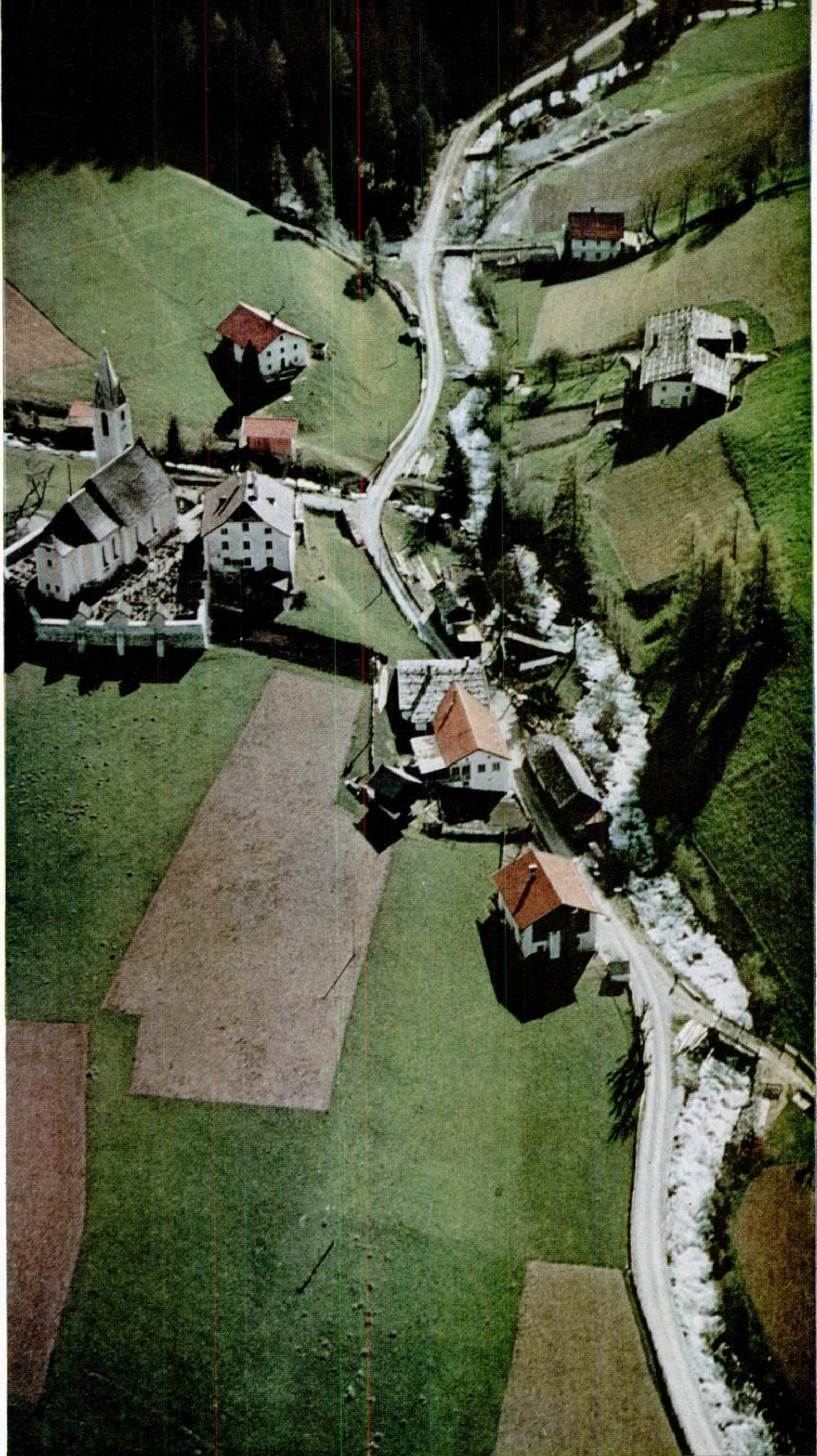
by Dmitri Kessel



tyrol CONTINUED

The Venerable Villages in the River Valleys





A VALLEY of villages borders the Inn River which bisects the Tyrol as it flows toward Germany and the Danube. Oberhofen village is at left, Pfaffenhofen is behind it, Telfs is across bridge.

CHURNING like a millrace out of a fir forest, the Seebach rushes through the tiny village of Au and its industriously tilled slopes in the valley of Obernberg, a few miles north of the Brenner Pass.

CONTINUED

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finery, fun and fellowship at folk festivals



A PATRIARCH of the Ziller valley wears his sword and a hat festively covered with real flowers as he waits for a parade in Innsbruck commemorating Andreas Hofer, the Tyrolean patriot who led a rebellion against Bavaria early in the 19th Century.



HIGH-SPIRITED young rams butt each other at the *Gauderfest*, a peasant celebration which has been held each spring for more than four centuries on this field in the village of Zell am Ziller. Following a gala parade of floats and brass bands

through the village, the ornately costumed Tyroleans form a huge circle on the green to see the animal fights. Barrels of a very strong bock beer, brewed especially for the occasion, are awarded as prizes to the owners of the winning rams.



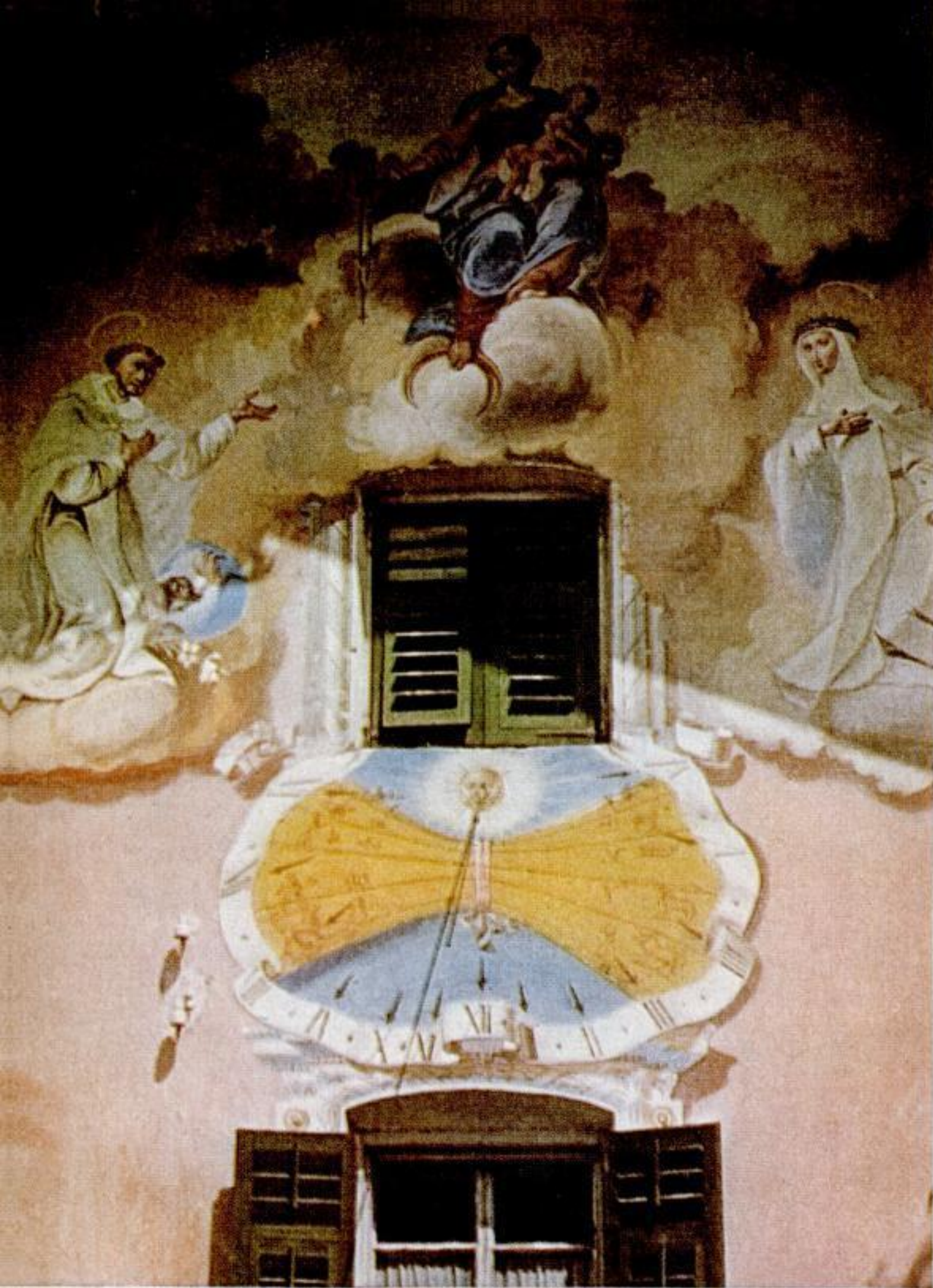
FIERCE gamecocks (*above*) start pairing off to do mass battle before the assembled villagers on the *Festplatz*, a field adjacent to Zell am Ziller. This ancient sport traditionally is one of the main events of the village's annual *Gauderfest*.

BAREFOOTED blades (*below*) of the Zell am Ziller and nearby villages compete on the *Festplatz*. Watched by referee who wears Tyrolean *Lederhosen*, the contestants grasp clothing of their opponents and try to toss each other to ground.

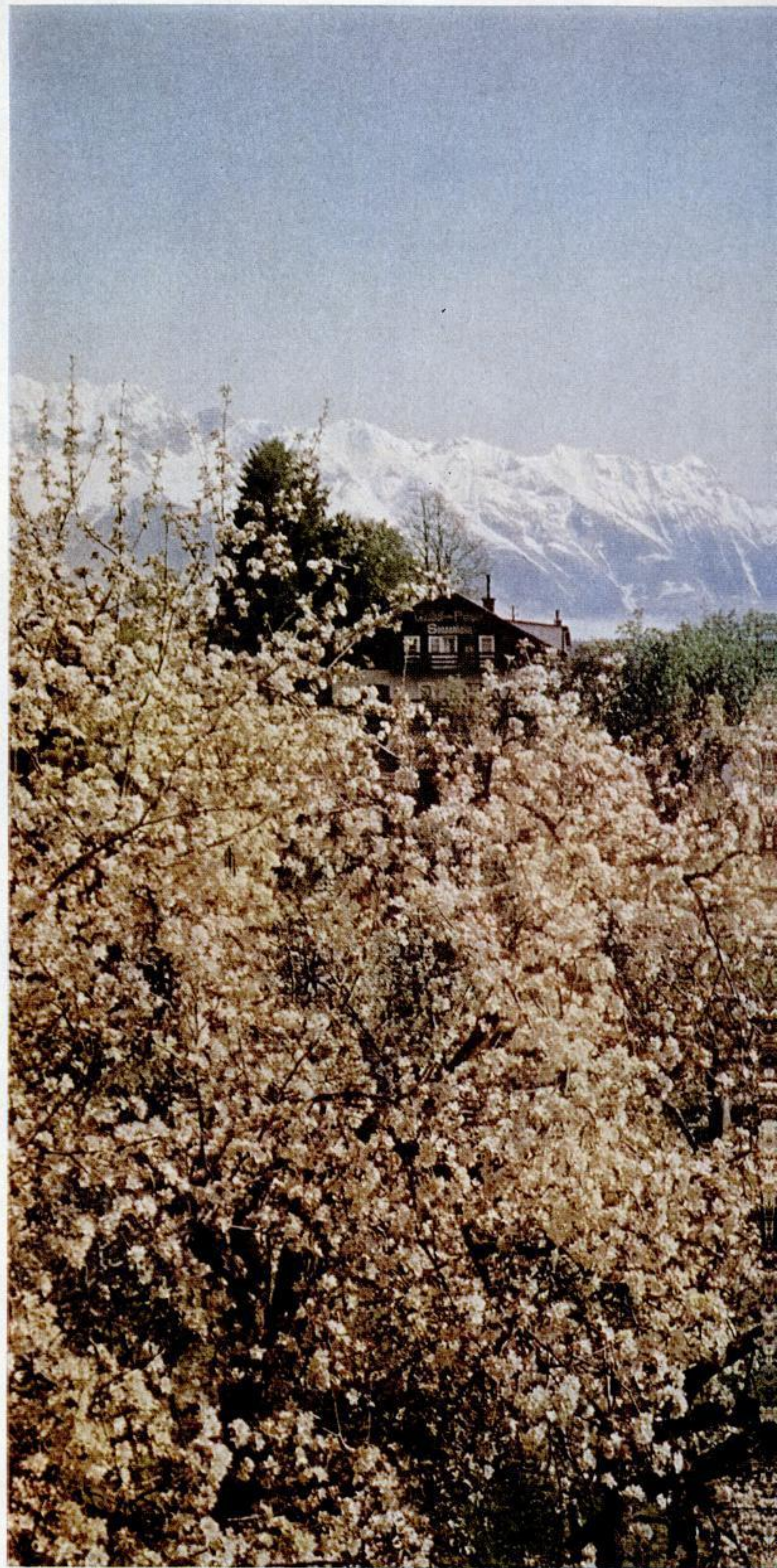


tyrol CONTINUED

Gay Embellishments



FRESCO on a farmhouse in Holzgau, in the Lech valley, depicts the Virgin and Child, with St. Dominic at left and St. Catherine of Siena at right. Decorations like this and the 400-year-old sundial appear on many of the houses in the Tyrol.



APPLE BLOSSOMS cascade down a hillside outside the village of Natters beneath the 8,000-foot-high peaks of the Karwendel mountains, beyond which lies Germany.

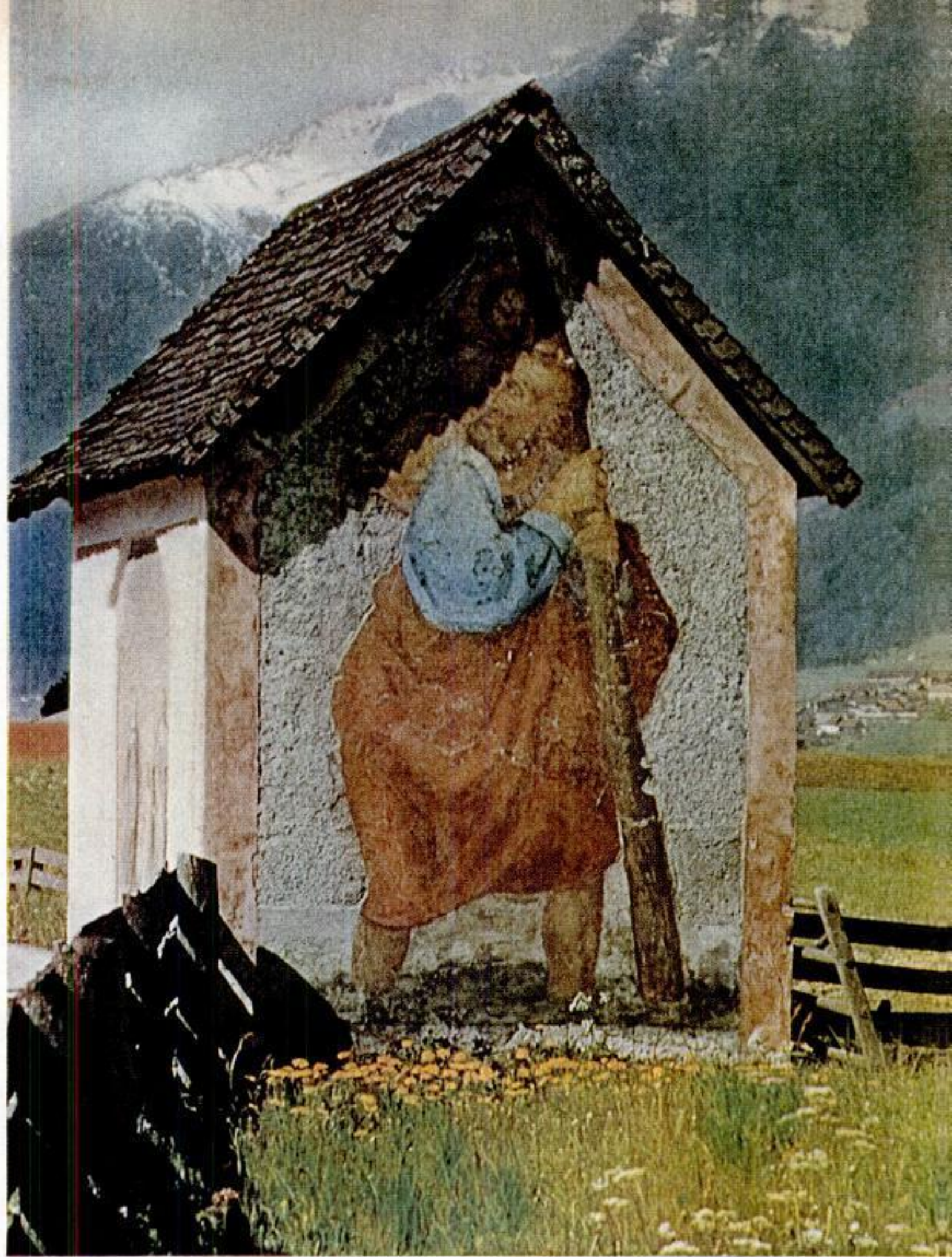
ELABORATELY decorated Karls Church, built in the early part of the 17th Century, nestles in the village of Volders on banks of the Inn River, east of Innsbruck. It is Byzantine in form, with baroque touches around its oval windows.

of a Blossoming Land

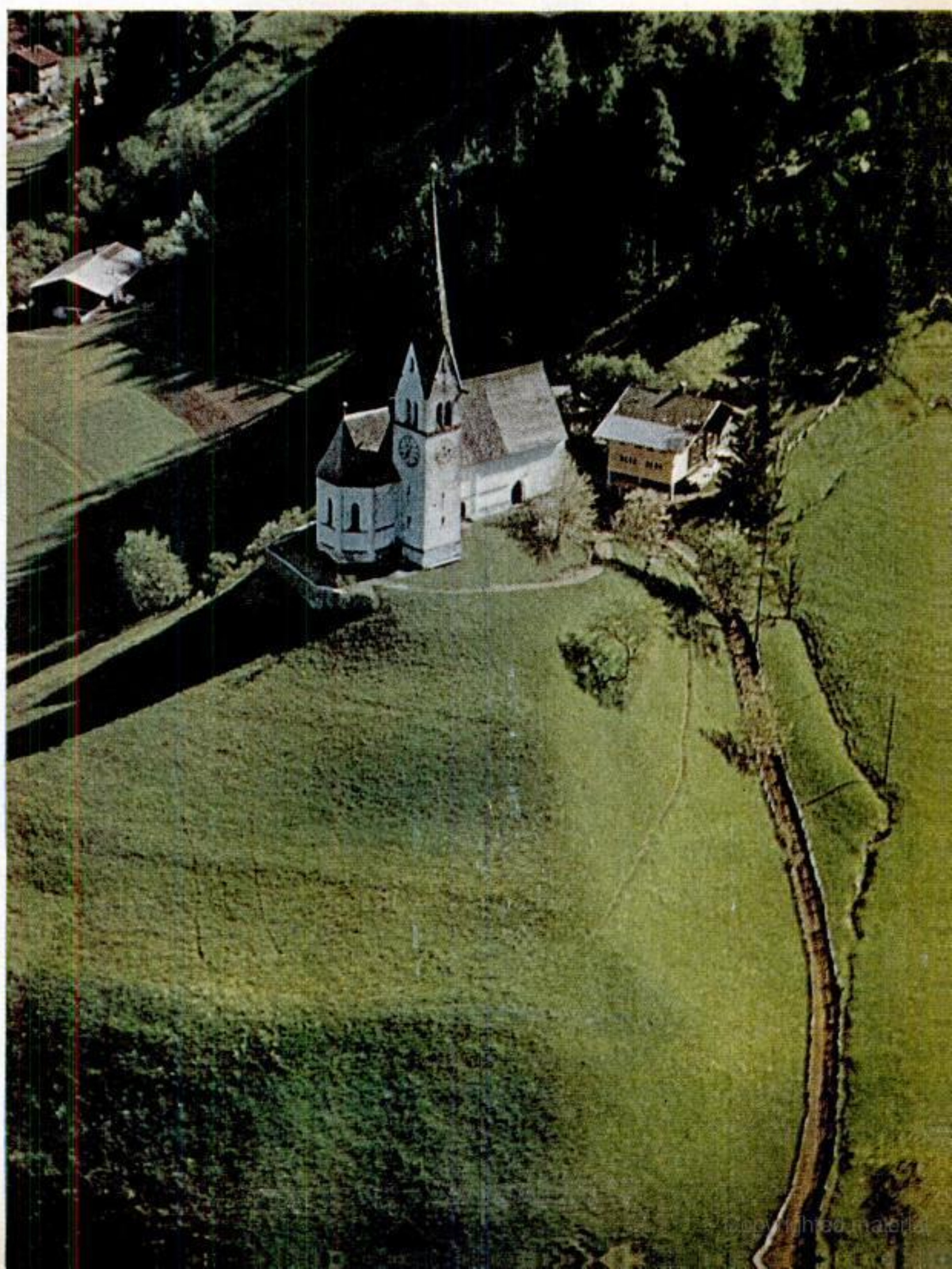


The onion-shaped spire of St. Michael's Church reflects a Byzantine architectural influence that was probably brought into Austria from Venice in the 17th Century.

SET ON a meadow against the sloping walls of Ziller valley, the Chapel of St. Pancras, built in 1497, serves the village of Fügen. In some places in late spring, Tyrolean worshipers carry crucifixes to the fields after church to bid crops rise.



MURAL of St. Christopher, patron saint of travelers, adorns a hut in the Stubai valley just off the main road from Innsbruck to the Brenner Pass. Wayside chapels and shrines are a familiar sight through the predominantly Catholic Tyrol.



Ruins of a Past

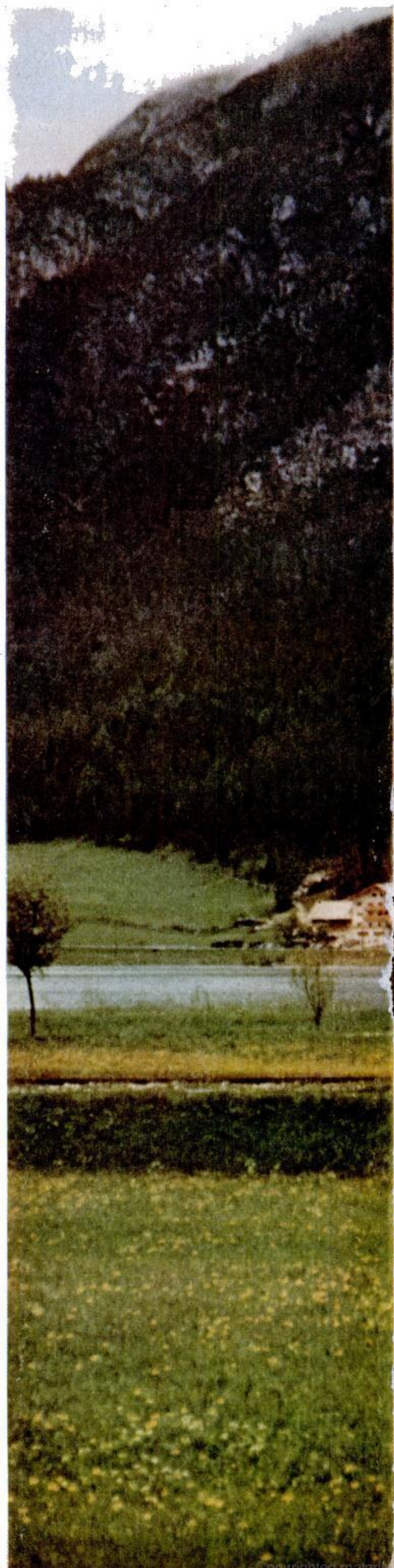


CASTLE of Kropfsberg, which dates from 13th Century, commands the village of St. Gertraud (*foreground*) on the Inn River. Built as a fortress to protect the enclave of the Archbishop of Salzburg, it has fallen into ruin since 16th Century.



IN A TRANQUIL dale of the Alpbach Valley, a leisurely two-hour drive down the Inn River from Innsbruck, cherry trees come into heavy blossom against the 8,000-foot-high peaks of Galtenberg (*left*), Tristenjoch (*center*), Reichenfelder.

PUFFING up from Jenbach on the Ziller River, a little open-car excursion train, which starts running in late spring, heads toward the Achensee, biggest lake in the Tyrol. When it climbs steep mountainside, engine gets behind and pushes.



AND AN EXCURSION IN THE PICTURESQUE PRESENT



It Gives a Man a New Outlook...



...when he first views the world through the windshield of his own Cadillac car. In fact, we have it on the word of Cadillac owners themselves that it constitutes one of the most edifying experiences of a motorist's life. There is, for instance, the wholly new sense of pride he feels as he sits in possession of a motor car that is so widely respected and admired. There is the entirely new feeling of confidence and mastery he enjoys as he puts the car through its brilliant paces for the very first time. There is the priceless

satisfaction of knowing that he is surrounded by every luxury and safeguard known to automotive science. And, finally, there is his deep inner pleasure in realizing that he has made one of motordom's soundest investments. And, of course, these wonderful sentiments will be all the more pronounced for the lucky motorist who makes the move to Cadillac in 1957. Why not stop in soon for a preview journey and see for yourself? You're welcome to try the view from the driver's seat at any time.

★ YOUR CADILLAC DEALER ★

Cadillac





THE MOST POPULAR AND VERSATILE MODEL IN PARIS, MARIE-HELENE ARNAUD POSES FOR PHOTOGRAPH WHICH WILL BE USED TO ADVERTISE BEAUTY CREAM

DOUBLE DISCOVERY IN PARIS

New young designer's new model scores big success in three fields

A young new model and a young new designer whose clothes she showed have given Paris a sense of double discovery this spring. Twenty-two-year-old Marie-Hélène Arnaud (*above and on cover*) is unlike the breed of Paris mannequins who are usually pale, abnormally thin and wear their clothes with an air of dead-pan hauteur. Marie-Hélène has an outdoor look, is slender but far from skinny (115 pounds, 5'5½" tall with 35-inch bust and hips), looks as if she likes the clothes she wears. "People are getting tired of those spooks," said a veteran fashion photographer. "Marie-Hélène is soft, round and looks like a girl." Branching out from fashion, Marie-Hélène is now a sought-after photographer's model and a movie actress. She has finished playing a leading role in one movie (*next page*) and enthusiastic producers are planning others for her.

Thirty-two-year-old Guy Laroche (*right*) is unlike most Paris designers who never leave their circle. After training eight years at the Paris house of Jean Dessès, he spent three years free-lancing on New York's Seventh Avenue. His first Paris collection, designed entirely with Marie-Hélène in mind, combines the fresh young look he had admired in America with the traditional chic of French made-to-order clothes. Making a modest start (*p. 92*), Laroche proved an instant success with women of all ages.



GUY LAROCHE stands in courtyard behind salon with his five young mannequins—Philippine, 23, Monique, 17, Jackie, 23, Marie-Hélène and Zoé, 22. They are wearing popular softly fitted wool day costumes from the current collection.



Toastmaster does all your toasting jobs *better...faster*

Toast . . . Frozen Waffles . . . Frozen Pancakes . . . English Muffins

Take the Powermatic toaster shown above. Just put in the toast or whatever, and that's *all* you do. Powermatic lowers it away, finishes it to perfection, lifts it high out of the toaster so you can remove it easily. No oven watching. Perfect crisping every time.

Little wonder that more people own Toastmaster toasters, more people want them, than any other toasters made. A model for every need—Powermatic, automatic—1 slice to 3 slice—\$15.95 to \$39.50.

TOASTMASTER

Automatic Appliances

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont. ©1957

DOUBLE DISCOVERY CONTINUED



OFF TO PHOTOGRAPHER'S STUDIO, Marie-Hélène leaves Maison Laroche on Avenue Franklin Roosevelt in own suede coat, red MG. Glasses are ostensibly for driving, but friends say she just likes to look "intellectual."



ON A MOVIE SET Marie-Hélène (center, foreground) wears school blouse, striped tie for role in *Les Collégiennes*. She plays a schoolgirl who tries to run away with a young composer. Director says she can play any kind of part.



IN LAROCHE OUTFIT she steps out to snack bar for lunch. Light-colored dress and dark coat are both loosely belted below waist like bathrobe. Marie-Hélène does not get paid for modeling for Laroche but instead gets clothes free.

CONTINUED



Beauty you never
dreamed you'd get
with stainless...
styled by International
silversmiths

IT'S ALMOST MAGICAL—the way International's craftsmen have transformed stainless steel!

For only the magic touch of master silversmiths could create tableware with the simple grace and clean-lined loveliness of International Stainless.

Even though you already own silver, wouldn't this be the perfect "companion" set...for everyday and casual occasions, too?

Just be sure it's *International* Stainless. For as you shop, you'll discover there are many other kinds...and even *look-alikes*. It's no secret that International is the *most-copied* stainless steel.

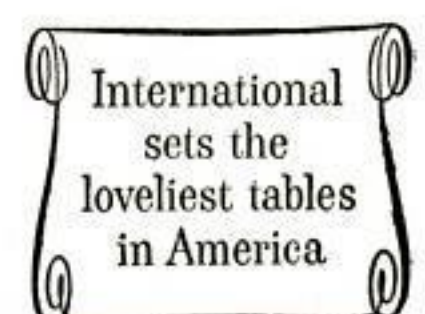
But, there are some things which can't be copied. The *weight* of experience, the *silversmith's* skill which gives each design an *essential* beauty... far beyond any curl or flourish!

And, International Stainless is American-made, readily available! Don't run the risk of finding your pattern out-of-stock as so often can happen with imported stainless.

At fine jewelers' and department stores. All patterns available in: 16-piece starter set for four, gift-boxed, \$24.50; 52-piece service for eight, including a handsome chest, \$79.50.

International Stainless

Mastercrafted in steel by The International Silver Company





If you feel run-down because of
TIRED BLOOD

FEEL STRONGER FAST

*within 7 days
 or money back!*



If you drag yourself around during the day feeling weak and tired . . . your trouble may be due to what doctors call iron deficiency anemia*. We call it Tired Blood. Check your doctor. If you are suffering from iron deficiency anemia, GERITOL can help you feel stronger fast. GERITOL is a high-potency tonic that begins to strengthen iron-poor, Tired Blood in just 24 hours. In only one day GERITOL iron is in your bloodstream carrying strength and energy to every part of your body.

After an illness such as a cold, flu, sore throat or virus, you may also suffer from iron deficiency anemia. At such a time, GERITOL can help you regain your strength. So, if you feel weak and run-down because of Tired Blood, get GERITOL, liquid or tablets. And take it *every day*. You'll feel stronger fast—within seven days—or money back.

GERITOL
 for Tired Blood



NEW ADVANCE for
 relief of common RHEUMATIC
 and ARTHRITIC-LIKE PAINS*

If you suffer from common rheumatic and arthritic-like pains, try the new pill-within-a-pill ZARUMIN. ZARUMIN offers this new advance. It contains an *outer* pill that brings fast, temporary relief. And an *inner* pill that brings *more* relief hours later—thus giving *longer-lasting* relief. As a result, you enjoy more freedom from pain. Safe, taken as directed. If pain persists see your doctor. Money back if not satisfied.

*For effective, temporary relief.

Zarumin



100% SAFE SLEEP*

You can sleep soundly to-night...safely. Try SOMINEX, the new sleeping aid that contains no narcotics!

Whenever you can't sleep at night . . . your nerves on edge . . . try SOMINEX, the new aid to sleep that relaxes you and lulls you into restful, natural-like sleep. SOMINEX contains *no* barbiturates. *No* bromides. *No* narcotics. Non-habit forming. Get SOMINEX from your drug-store today and take as directed for 100% safe sleep. Money back if not satisfied.

*Taken as directed.



Sominex

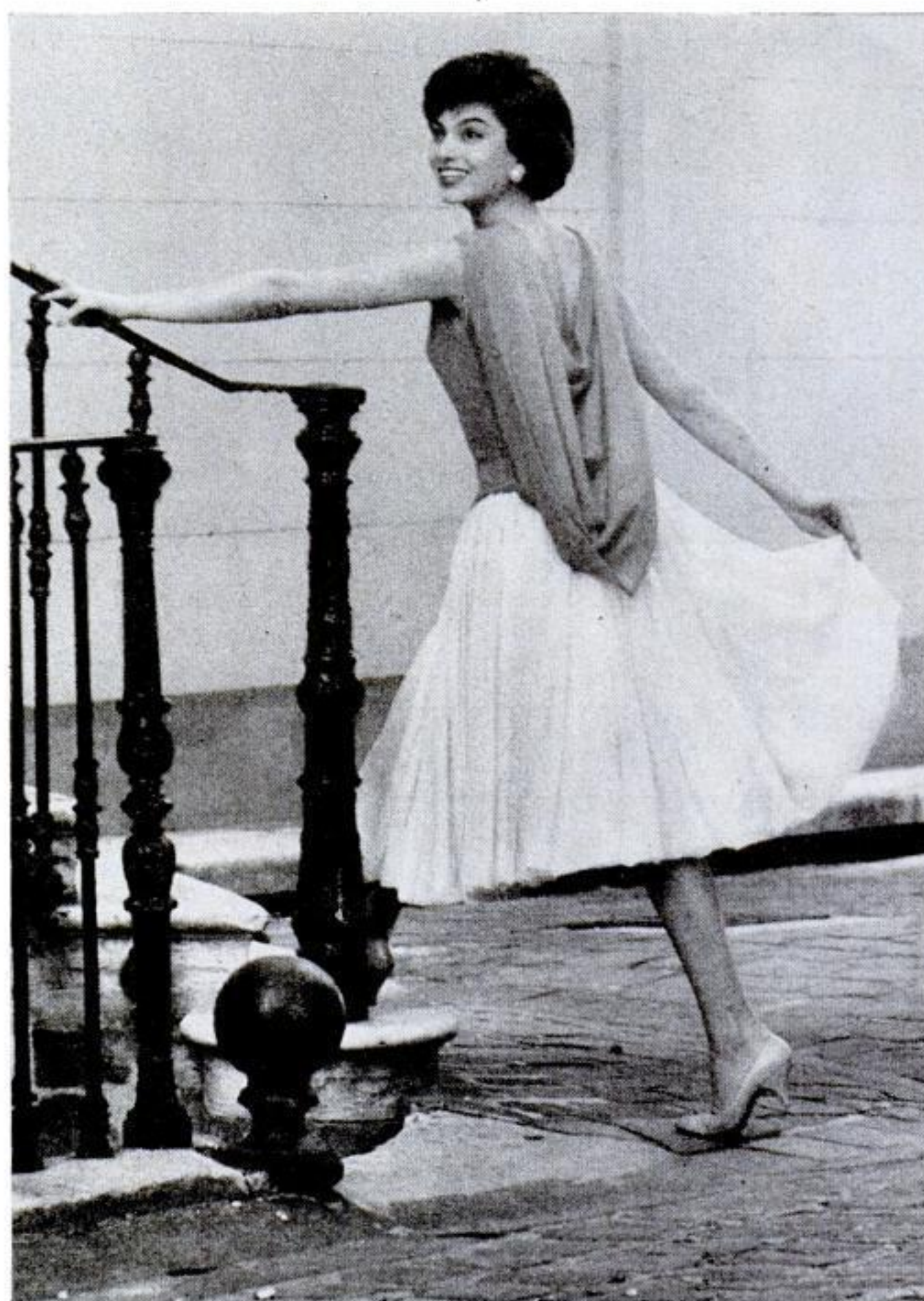
DOUBLE DISCOVERY CONTINUED



AT LAROCHE'S APARTMENT on the Left Bank, Marie-Hélène (right) talks with her host. At left is friend of hers, Nico Papadakis. Laroche lives simply without servants, drives 1952 car, longs for a silver Thunderbird.

SMALL-SCALE BIG COUTURE

When he started his business Laroche had only a small amount of capital (\$42,000), but to compete in the top couture he knew he could not skimp on quality of labor or fabric. Instead he kept down the size of his establishment and the number of models shown. The 70 numbers in his collection (average elsewhere: 150) included no ball gowns or bejeweled showpieces. Day costumes were mostly light-colored and easy fitting, worn hatless or with little caps. Evening clothes were short, small-waisted, full-skirted and comfortable. Prices ranged from \$250 to \$500, about half those in the other big houses. In seven weeks Laroche has acquired several hundred private clients and sold to shops in nine foreign countries and has had to turn down scores of orders.



FAVORITE EVENING DRESS for both Marie-Hélène and Laroche has snug top, cowl back, short swinging skirt. Though dressy enough for a big evening it is meant to give the wearer the feeling of a sweater and skirt.

CONTINUED



(Left) #5608 in Brown Calf. Slim-line moccasin styling. #5609 in Black. (Right) #5601 Continental Slip-On in Black Softex Leather. Most styles \$17.95 to \$29.50.

Light and cool as your favorite drink...

Weigh the advantages of these new whisper-weight Spring Zephyrs—and you'll never drag your feet in weary-weights again. For the news in shoes from Bostonian is delightfully light, soft-flexing, yet durable leathers that support you solidly. Designed with quiet distinction to look slimmer, trimmer, they're Walk-Fitted by Bostonian—actually tailored to your size. **Headliners from the season's breeziest Show of Shoes.**

At finer men's shops, shoe & department stores. Bostonian Shoes, Whitman, Mass. Also makers of Mansfields & Bostonian Jrs.

Bostonian
 Spring Zephyrs



Come for Brunch!

Ann Page Pure Preserves are made in A&P's own modern Ann Page food kitchens, sold only at A&P stores. This eliminates needless in-between costs, and you share the savings.



Brunch is a fun meal . . . a relaxed, unhurried meal with the accent on good food. This light and lofty omelet suits the menu and the season. Its feathery texture and its pure fruit filling of Ann Page Preserves give it the very taste of spring . . . the *best* omelet you ever tasted!

Ann Page Preserves spark appetites the year 'round, at mealtime and between times. They're made as you'd make them at home . . . of pure, sun-ripened fruits and berries and pure cane sugar. Try Ann Page Preserves for breakfast tomorrow . . . *you never tasted finer!*

Only 20¢ a serving*

STRAWBERRY OMELET

- 4 eggs • 2 tbsp. orange juice
 - ¼ tsp. grated orange rind • ¼ tsp. salt • 1 tbsp. flour
 - 1 tsp. sugar • 1 tbsp. butter
 - ½ cup ANN PAGE STRAWBERRY PRESERVES
- Set oven at 325°F. Separate eggs, beat whites until stiff. Beat yolks, blend in orange juice, orange rind, salt, flour and sugar. Fold yolk mixture into beaten whites. Melt 1 tbsp. of butter in a 10" skillet. Pour in omelet mixture. Cook slowly until bottom is browned. Place in oven until top is set, about 10 minutes. Spoon Ann Page Strawberry Preserves over ½ of omelet, fold over. Extra delicious with a garnish of sour cream. Serve at once to two.

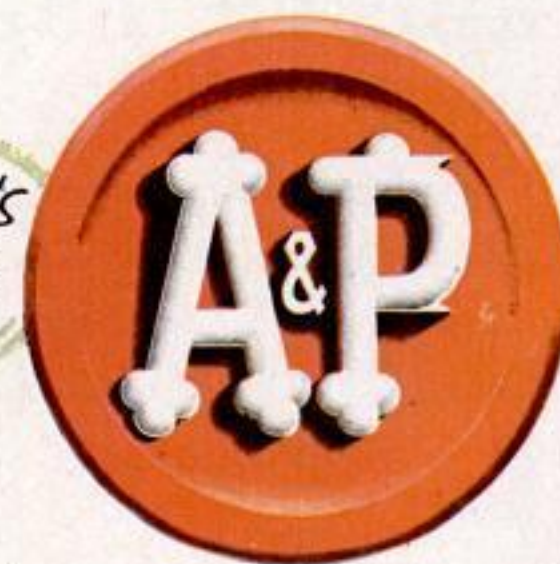
*Cost based on A&P Super Market prices at press time.



ANN
PAGE

proves...

Fine Foods
Needn't Be
Expensive



Among the other 33 fine foods in the famous Ann Page family are such favorites as: Beans, Peanut Butter, Macaroni products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, etc.



MOST DEMURE DRESS, worn by Monique, is of pale textured silk, has a very short skirt. Laroche's young styles are popular with such worldly customers as Mmes. Niarchos and Onassis, wives of the Greek shipping magnates.



MOST SOPHISTICATED DRESS, worn by Jackie, is black taffeta, has low back, puffy skirt. Laroche feels most women "fortify their fronts, but neglect their backs." This is one of several dresses designed to correct situation.



another
birthday...

...but they didn't outgrow their

FRUIT OF THE LOOM S-T-R-E-T-C-H SOCKS

GUARANTEED! Your children will *not* outgrow Fruit of the Loom S-t-r-e-t-c-h Socks...they'll fit perfectly from one birthday to the next! And they're guaranteed to give complete satisfaction under the famous Fruit of the Loom Seal! For boys and girls from toddlers to teen-agers. At F. W. Woolworth, and department and variety stores near you:



**YOUR CHILD CAN GO
TO COLLEGE FREE!**



Enroll now in Fruit of the Loom Socks

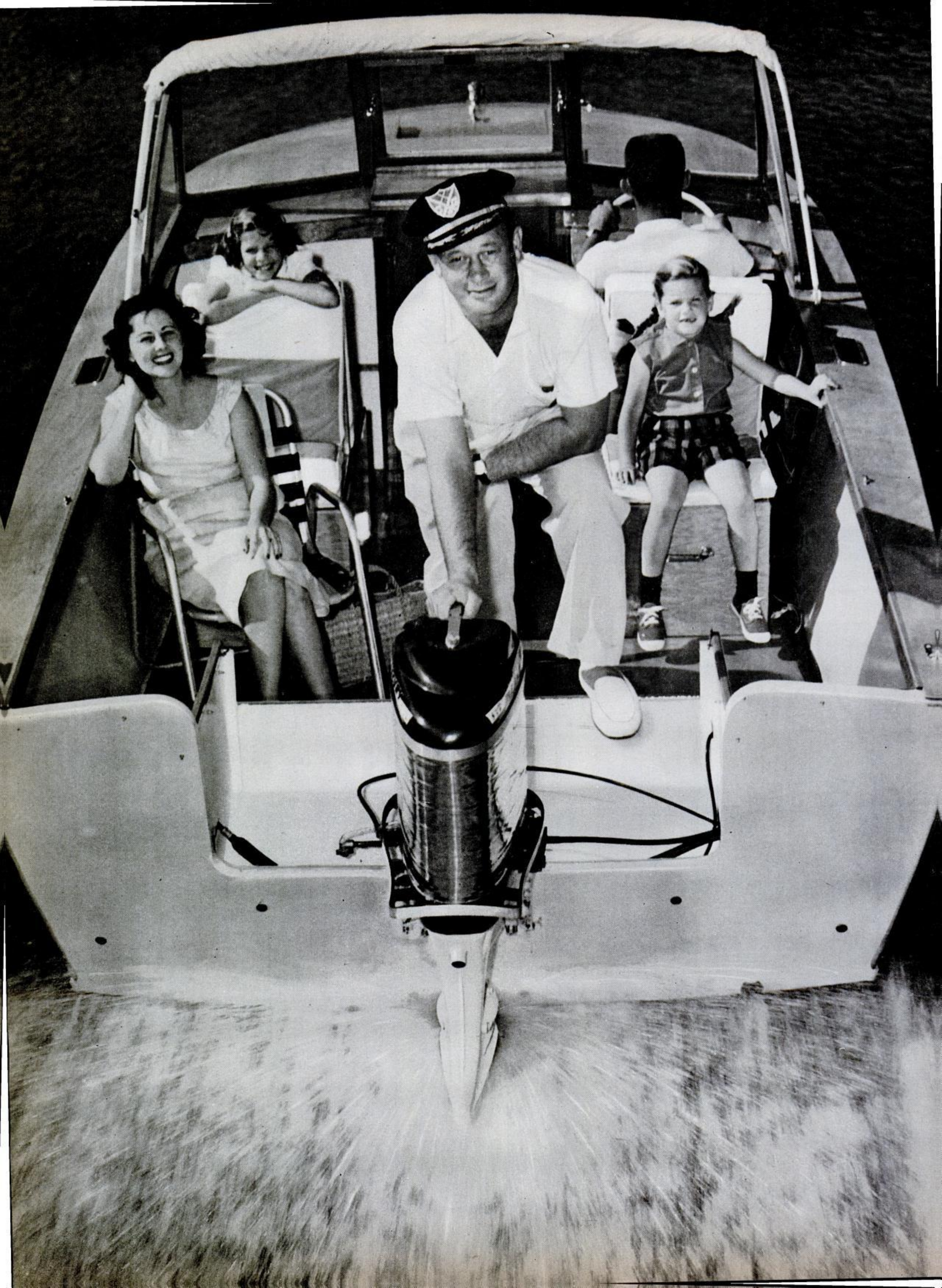
\$50,000.00 "SCHOLARSHIP SWEEPSTAKES"

1,105 prizes! Nothing to buy! Just enroll your children's names at any Fruit of the Loom Sock Counter before April 15, 1957! Prizes are: **5 Four-year College Scholarships • 100 Sets of Compton's Pictured Encyclopedias • 1,000 Hammond's Encyclopedic Atlases.**

Subject to Federal, State and Local Regulations



FRUIT OF THE LOOM SOCKS, 200 Madison Ave., New York 16, N. Y.



A man who loves engines talks about outboards

BY JIM SPRINKEL

Former Flight Captain with Pan American World Airways

As an airlines captain, I've lived with airplane engines. I piloted them for 10 years on the Atlantic run, and to South America. I've flown them over a million miles.

It's hard to tell anyone else how you feel about an engine. You might say I respect them. I know the feel of a fine engine. And I like it.

This year I began thinking about outboards. Being used to aircraft engines, I guess I was plenty critical when I started shopping around. I wanted a motor like I was used to—not a gadget or toy.

I decided on the new six cylinder Mercury Mark 75. It's a great engine. I'm sold on it for a lot of reasons. Many of them are things you can't see. They are engineering and quality standards that have to start right at the drafting board. To me, they're the difference between an engine I'd buy and one I wouldn't.

* * * * *

Take safety. Like every airlines pilot, I put safety first. Naturally, that's as true of my family as it was of my passengers. Mercury has many safety features that appeal to me. I didn't find them in any other outboard.

My Mercury has drop-forged aluminum pistons. They're strong as steel. They're like the pistons in a plane.

My clamp and swivel brackets are made of drop-forged aluminum and high tensile alloys, like many structural parts on passenger planes.

The connecting rods and crankshafts are made of "moly" alloy chrome nickel. They're aircraft quality.

The drive and propeller shafts and gears are high tensile alloy steel. They're protected by a propeller clutch that slips when it hits an underwater object. There are no shear pins

or propeller drive pins to break. You can drive my Mark 75 over a sand bar at 40 miles an hour without damaging the lower unit. That meets my ideas of safety.

The aircraft-grade ignition is another feature I like. It's waterproofed for all-weather operation. So is the entire electrical system. The generator is a honey. No rotating copper, no brushes, no commutator, no drive belts—and no voltage regulator to conk out in our salt water atmosphere here in Florida.

Another thing I like is that Mercurys have ball and roller bearings at friction points, like aircraft engines.

* * * * *

I'm sold on Mercury's multi-cylinder Fours and Sixes. They remind me of aircraft engineering practice—multi-cylinders for lower stress, longer life and quiet operation.

My Mark 75 has dual ignition and a six cylinder power plant. It gives me power for a big family-size boat. No oversized twin can do that.

It's easy to handle, too. Real gentle on take-off and so maneuverable my wife and children can run my boat. Everything operates on one control. There's no gear shifting. You just press the thumb-button on the control to start and push forward for speed. To reverse, you just pull the control back and press the thumb-button again. Anybody can drive a cruiser with a motor like this.

My Ride-Guide remote steering and the single lever control make maneuvering real easy.

The 12-volt electrical system gives me enough power to use a ship-to-shore radio, navigation instruments and bilge pumps. With the reserve output of my generator, I can use spot lights besides navigation lights without running down my battery.

I like the way my Mercury power plant is secured by aircraft type engine mounts. They insulate vibration and shock from the boat without affecting the steering.

Normally, I can cruise my Mark 75 at half its maximum rpm. That gives me a service factor no other outboard approaches. It reminds me again of aircraft engineering practice.

Flying taught me to watch fuel consumption. At cruising throttle, I can make more miles an hour and get more miles per gallon with my 60 hp Mark 75 than most twin-cylinder dual rigs can deliver.

I keep coming back to the alternate-firing four and six cylinder Mercurys. Being two-cycle, their power flow is the same as an eight or twelve cylinder engine. Those six cylinders sure make my Mark 75 idle sweet and smooth.

Any flyer knows the importance of balance and trim for cruising efficiency. I was surprised at the attention that is paid to balance in Mercurys. The center of gravity on my Mark 75 is lower and farther forward in relation to the boat's transom than on less powerful outboards . . . even though my motor pulls at least 20 more horsepower.

I like the streamlined narrowness of the Mercury. It lets me mount two motors side by side and still get maximum steerage and turning radius. My Mark 75 is so compact I could put it in my car trunk. It's got the looks that only good design can give a motor.

* * * * *

As you can guess by now, I'm 100% sold on my Mercury. So are many of my pilot friends. For my money, Mercury is the best outboard you can buy—from the 6 hp model to my 60 hp Mark 75.

If you go for good engines, I think you'd like a Mercury. ©1957 KIEKHAEFER CORP., FOND DU LAC, WISC.



MERCURY OUTBOARDS for 1957
Kiekhaefer Corporation, Fond du Lac, Wisconsin

Jim and Rosina Sprinkel of Lake Alfred, Fla. take their daughters for a cruise with their 6-cylinder 60 hp Mercury Mark 75, world's most powerful production outboard. At the controls is family friend, Buddy Boyle, champion water skier from Florida's Cypress Gardens. Jim's hobby is motors. He tells above what he thinks of his Mercury outboard.

ADVENTURES of COL and GATE



COLGATE SHAVE CREAMS



For that Clean-Cut Colgate Look!



TRY COLGATE LOTION, TOO!



ON A GIRL, two vertical swords, here worn by Joanne Vander Woude, mean "I'm unattached but I don't want to go steady."

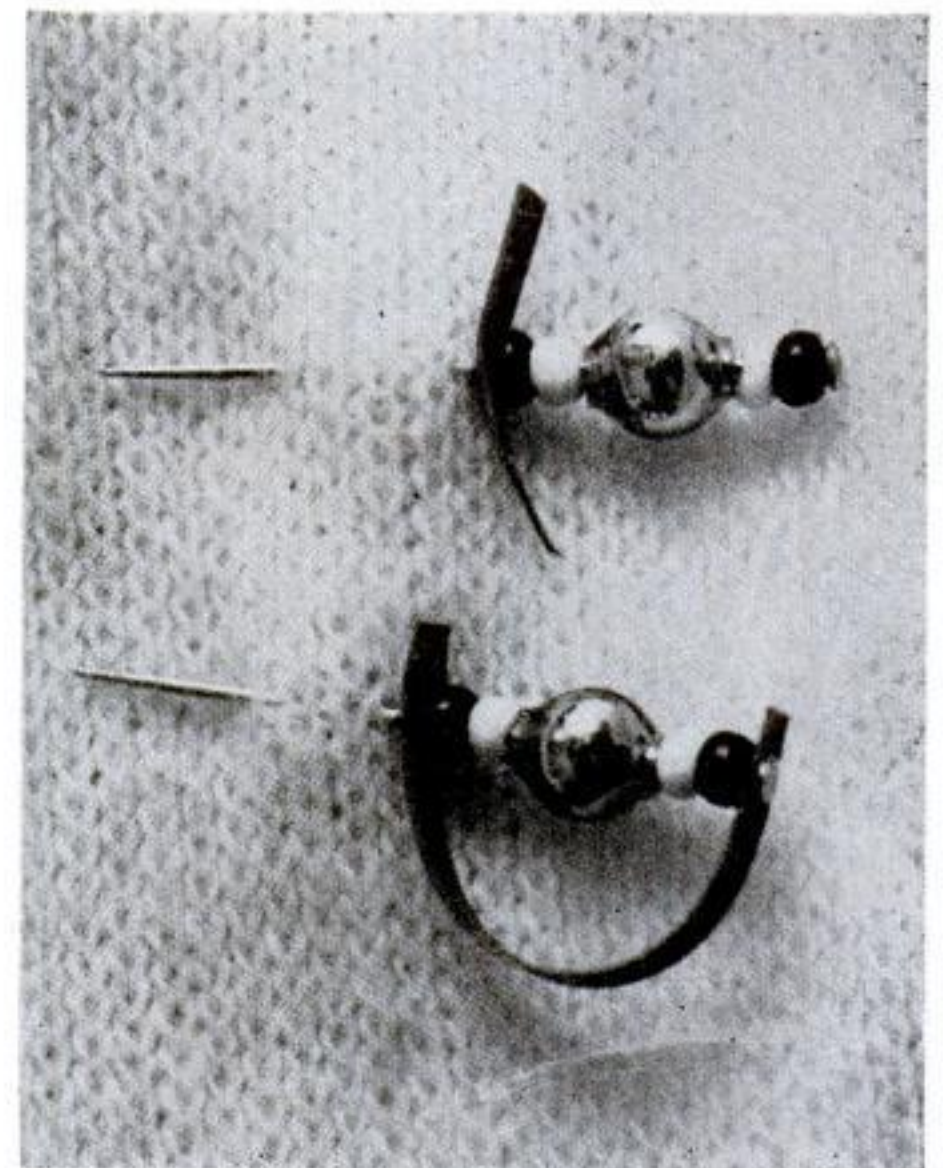
Sword Signals

PINS TELL TEEN DATE STATUS

In San Diego enterprising teen-agers have abandoned the unsubtle old system of advertising their dating status by wearing (or not wearing) fraternity pins on their sweaters. Instead they have developed an ingenious signal code with homemade sword pins which, at a glance, will tell anyone who knows the code all he needs to know. It all started innocently a few months ago when some fund-raising Girl Scouts began making the swords, purely for ornament, out of pins, colored beads and plastic cord hilts, as part of a hobby-craft program, and selling them for 15¢ each. Soon local junior high schoolers started making them on their own and putting them together in patterns fraught with romantic significance. The fad, spreading furiously throughout San Diego County, threatens to head north to Hollywood, after which there may be no stopping it.



ON A BOY, Bruce Griffith, two swords pinned at right angles signify "I have a girl friend but she doesn't like me much."



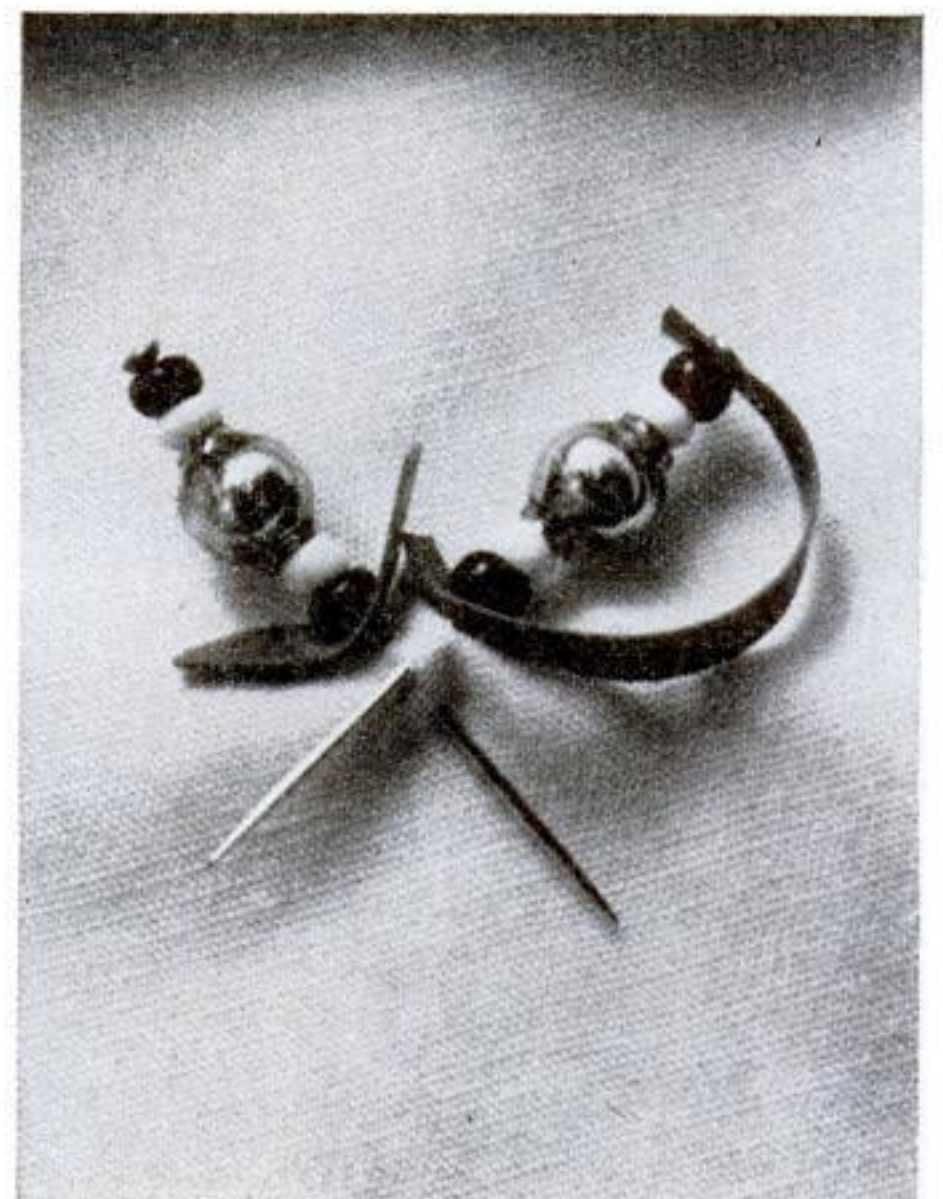
BOTH HORIZONTAL: "I'M FANCY FREE"



BLADE DOWN: "I'M ATTACHED"



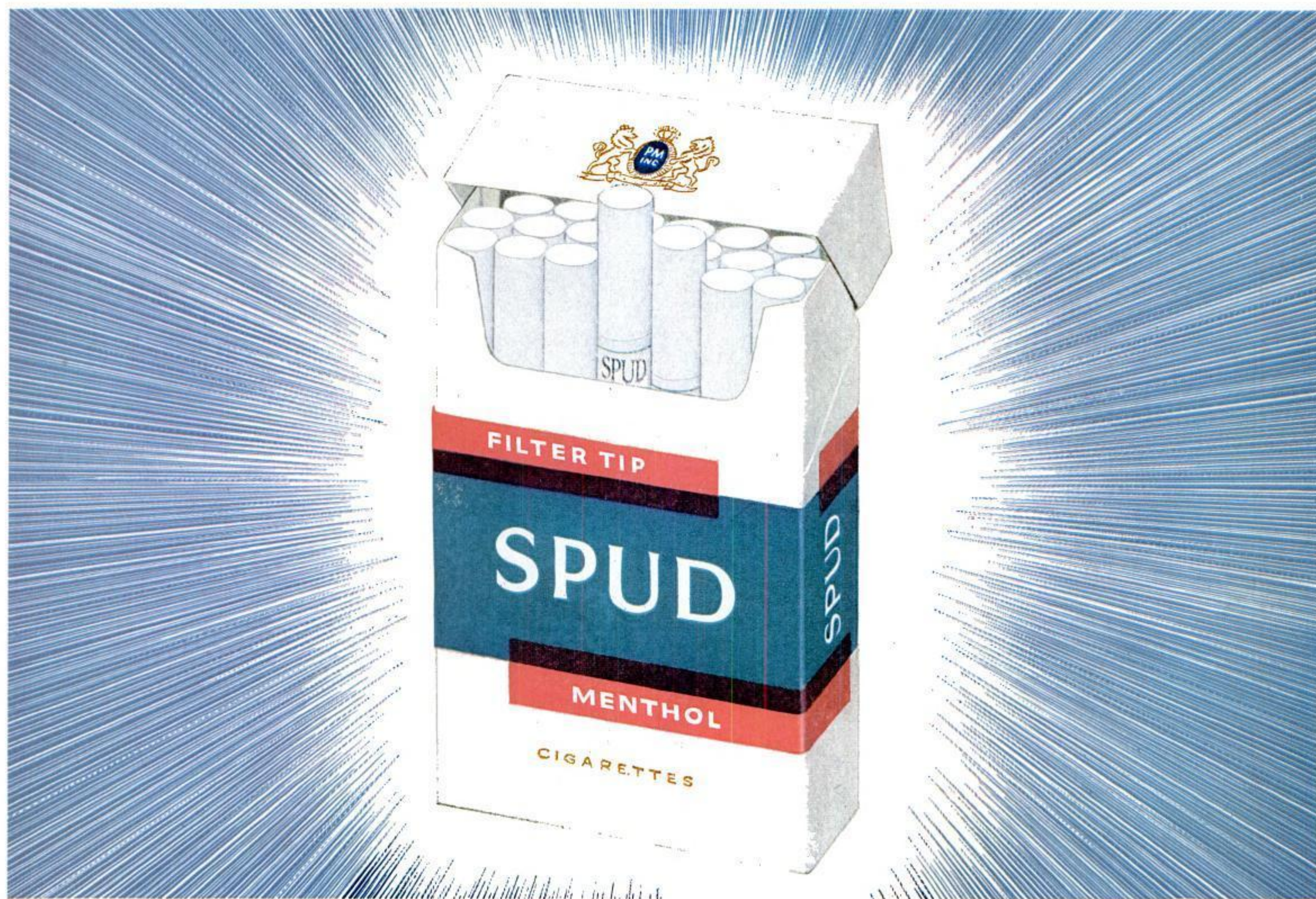
BLADE UP: "ON THE PROWL"



CROSSED SWORDS: "I'M GOING STEADY"

NOW! A REVOLUTIONARY NEW FILTER CIGARETTE

New Filter SPUD



Read how New Filter Spud discovered that a light touch of menthol lets the full tobacco flavor through the filter

WE WERE having a terrible time perfecting our New Spud. Like all cigarette makers, we couldn't get the *full* tobacco flavor to come through the filter to save our lives.

Lightest touch of menthol yet!

The old Spud had been a heavily mentholated cigarette. But our customers had told us that they preferred a *light* touch of menthol. So New Filter Spud was given the lightest touch

of menthol yet. Just a very slight hint.

We sampled the result—and we couldn't believe our taste buds. You could hardly taste the menthol at all—but, for the first time, you could taste the *full* rich tobacco flavor through the filter.

Taste the *full* tobacco flavor

We repeated the experiment in batch after batch. It worked every time. That light touch

of menthol acts on tobacco the way salt does on a steak. It accents the flavor.

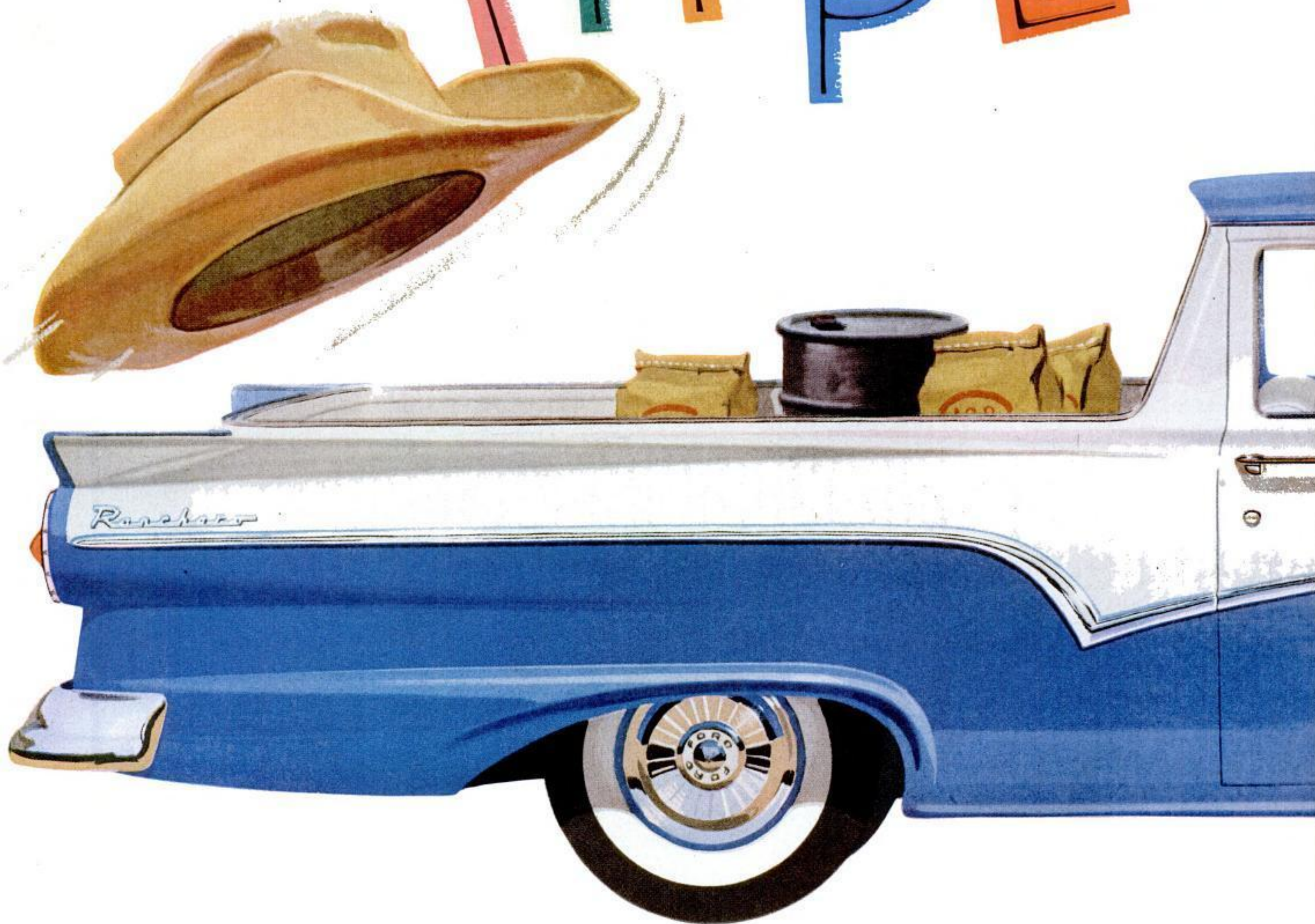
We knew a good thing when we had one. Now we offer you the New Filter Spud. Great tobaccos. A filter that really works. And a light touch of menthol that lets the *full* flavor through to your taste.

Try one pack of New Filter Spud. A light touch of menthol lets the *full* tobacco flavor through the filter—to your taste.

© 1967 PHILIP MORRIS INC.

A NEW PRODUCT OF PHILIP MORRIS INC.

YIPPEE



It's the brand-new



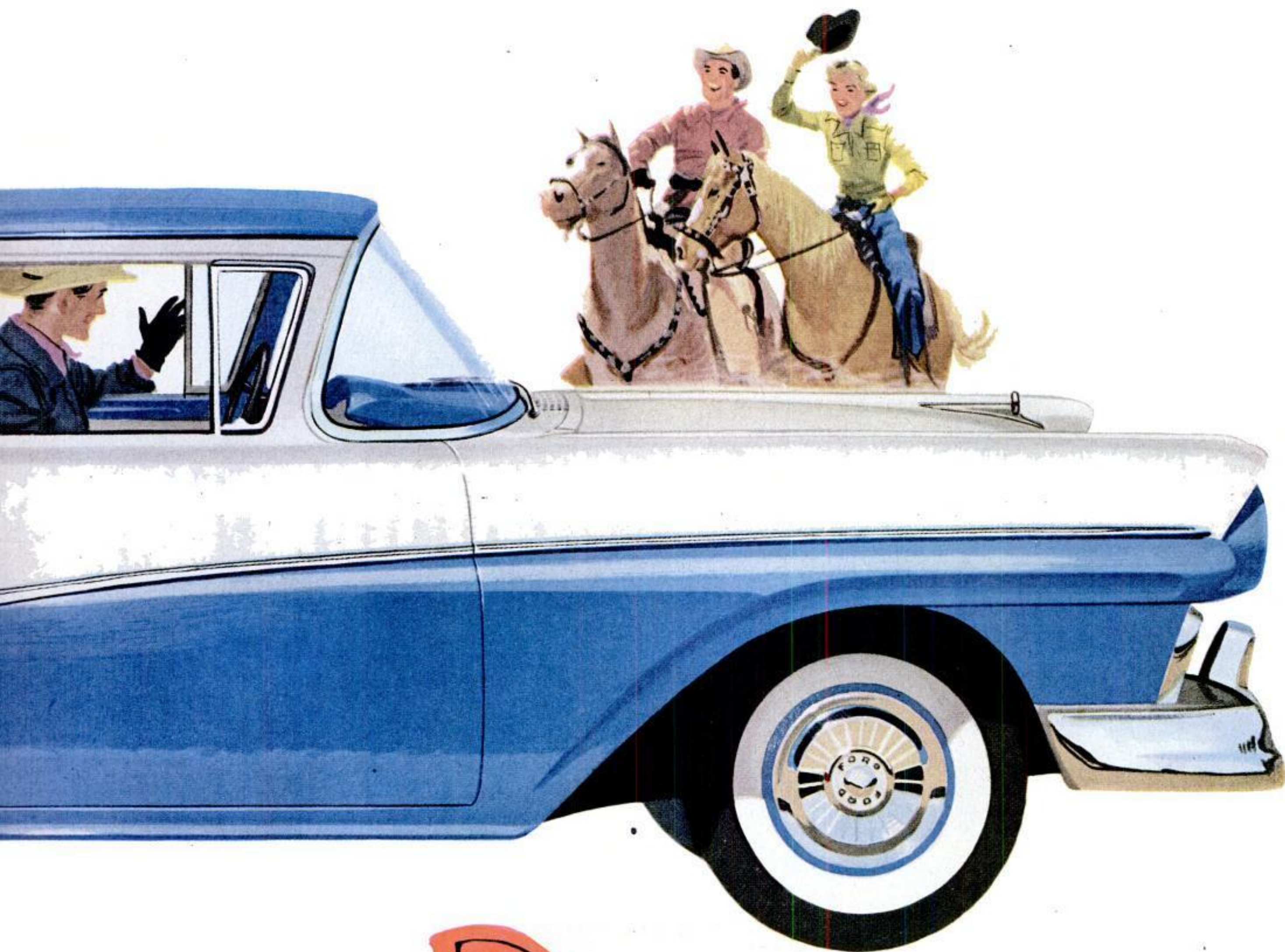
A cargo-carrying work horse! Actually packs more payload than many standard pickups. Power to spare, too—modern Short Stroke 144 hp Six or either of two Short Stroke V-8s: 192 hp in the Ranchero and 212 hp in the Custom Ranchero. Fordomatic or Overdrive available.



A smooth-handling show pony! Ball-joint front suspension and outboard-mounted rear springs—first time on any pickup—give true car ride. Cab interior is exactly like that of a '57 Ford Ranch Wagon. Power steering, power brakes, power seat and power windows available.

- it's more than a car!

- it's more than a truck!



FORD RANCHERO

Any way you look at it, the stunning new Ranchero is the slickest, sleekest Pickup ever to pack a load.

And what a load! The Ranchero carries over half a ton—more than many standard pickups! The body floor is over six feet long, and has a lower loading height than any other pickup. It's as handy as it is husky!

And when work is done, this pack horse turns into a

fun-loving show pony! It gives you all the luxury and handling ease of a fine car, just right for those trips to town, for after-work fun—a pleasure to step into, fine to step out in!

Biggest surprise is the Ranchero's modest price. See for yourself how the Ranchero combines sleeves-up spunk with coats-on style. See it at your Ford Dealers!

For '57—and the years ahead

FORD TRUCKS COST LESS

...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

all-day color
that won't go flat

new **INNER GLOW** lipstick

gives you a glow  that lasts!

New INNER GLOW! It's the lipstick that stays fresh and glowing . . . with color that never gets that dead, flat look! Even when it's been on all day! INNER GLOW actually puts a dew-soft, transparent color-guard on your lips that keeps them moist, velvety-soft. The color shines through . . . shimmering, alive! Its radiance lasts without a letdown all the livelong day!

79¢ PLUS TAX

NEW INNER GLOW LIPSTICK
IN 7 STAY-BRIGHT SHADES

RHYTHM-IN-RED—blue-red
PINK PLUM—deep pink
LOOK-OUT RED—true-red
PINK-A-BOO—rosy pink
TROPIC SUN—golden red
PEACH-OF-A-PINK—rosy coral
CORAL—bright coral

CASHMERE BOUQUET COSMETICS...

For all your beauty needs

An Energetic Lady Doctor to Eight Million People

I GUESS my parents brought me up to get things done," says Leona Baumgartner, who holds the biggest job of any woman in the country's biggest city. As New York's commissioner of health Dr. Baumgartner gets things done much in the bustling manner of her late boss, Mayor Fiorello LaGuardia. A short, brown-haired, outspoken woman with an apparently unlimited store of energy, she races about the city on inspection tours and is apt to turn up unexpectedly almost anywhere—in restaurant kitchens, slaughterhouses and day-nursery bathrooms. A political maverick, impatient with anything that interferes with her pronounced public zeal, she is also a political realist. "Like it or not," she says, "the politicians are the ones who determine what's going to happen to kids in a community."

Of Swiss descent, Leona Baumgartner was born in Chicago in 1902 and raised in Lawrence, Kan. Her father was a zoology professor at the University of Kansas and her mother was "a dynamic woman who put public service in my bones." Leona took four degrees, including a Ph.D. and M.D. from Yale, specialized in pediatrics and in 20 years rose in the New York Health Department from district officer to become commissioner in 1954. Since then she has vigorously pushed her revolutionary \$1 million-a-year premature child care program and she has undertaken a unique research program into the basic health problems of New York City.

Dr. Baumgartner, who is married to a chemical engineer named Nathaniel Elias, thinks of herself far more as a health educator than as a health policeman. "We have to bring to a mass of people a knowledge of what science can do for them. There are, for example, 10,000 people walking the streets of New York who don't even know they have TB. Our problem is to find them and let them know." On the basis of her long experience, she lists New York's chief health problems: No. 1 killer—heart and circulatory disease; No. 1 money waster—the common cold; No. 1 family budget consumer—tooth decay; No. 1 public budget consumer—mental health. "But when you consider," she adds, "that for all its millions New York is probably the healthiest city the world has ever known, you have one of the miracles of modern times."

At an East Harlem health center the commissioner, on an inspection tour, tosses 6-month-old Kathy Mason into the air.

"Going to the doctor for checkups ought to be fun for children. Too often parents hold the doctor in awe or fear. And ever since the bomb, science itself has become a bit suspect. We have a continuing problem of convincing people that science and medicine aren't remote but are something very much down to earth and for everybody's good."

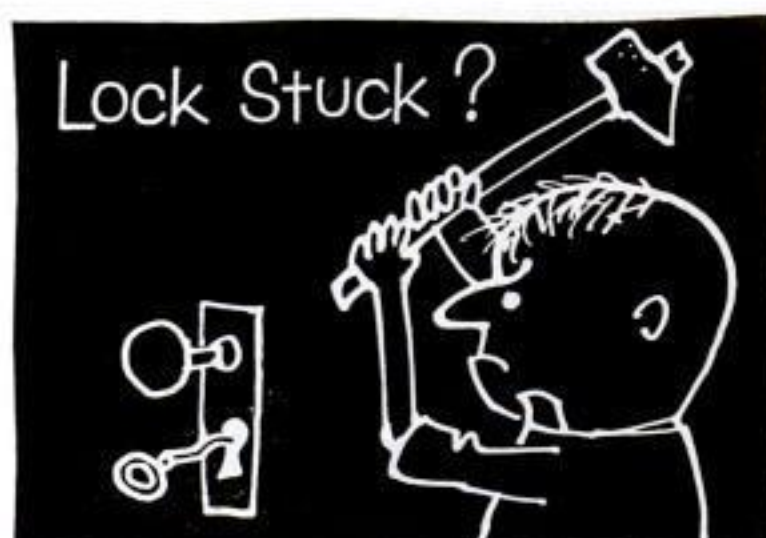


CONTINUED

FIX-IT TIPS with "3-in-One" oil



Silence them fast with a few drops of "3-in-ONE" oil. It lasts and lasts.



Put penetrating "3-in-ONE" in lock and on key. Work key in lock. It frees things fast.



Keep shop, garden and automotive tools bright with a coating of "3-in-ONE." (Contains rust inhibitor.)



Just a few drops of clean-working "3-in-ONE" oil will quiet swivel chairs quickly.



Keep things moving with
"3-IN-ONE"
OIL



LADY DOCTOR CONTINUED

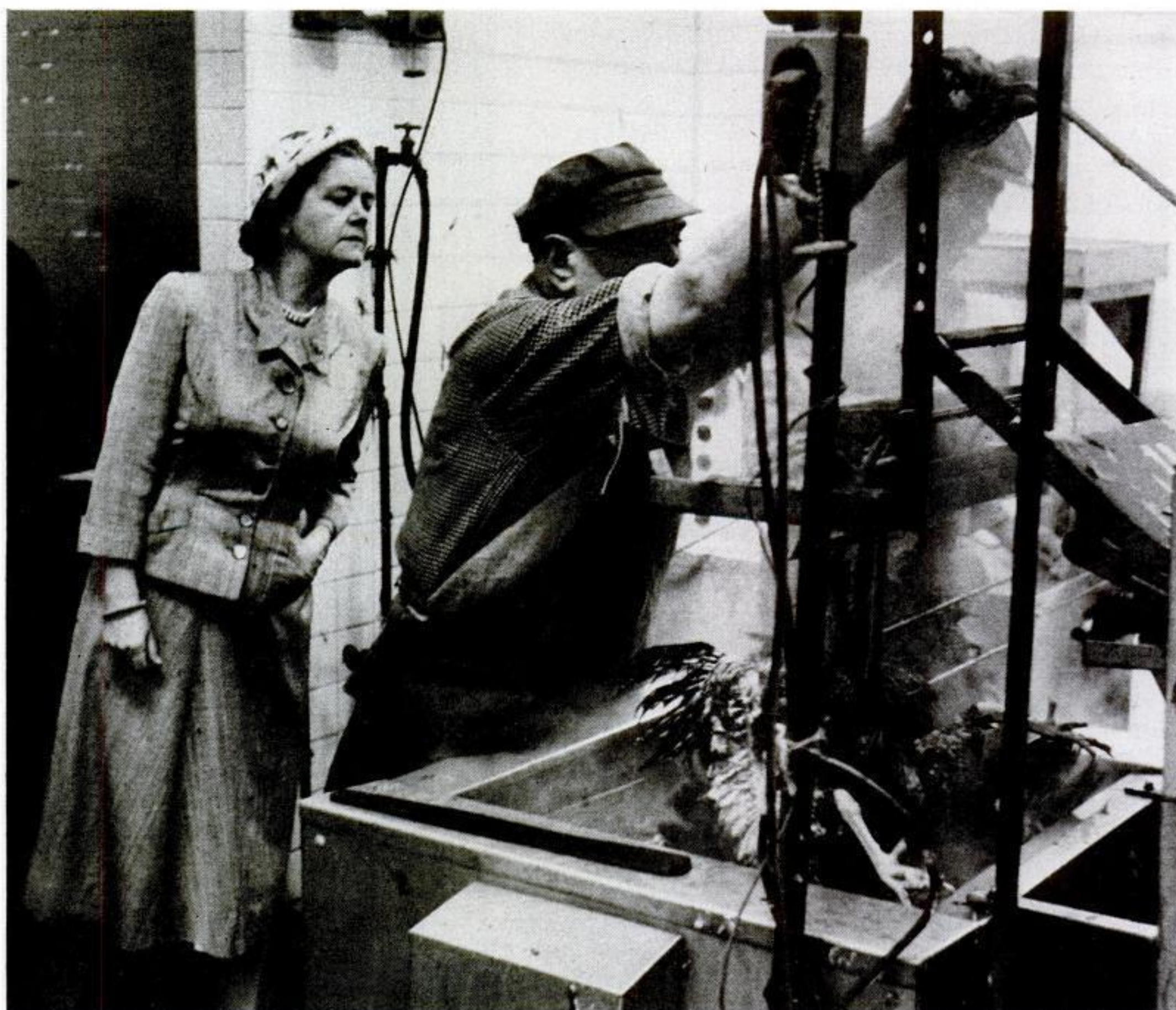
Off Manhattan, Dr. Baumgartner lowers bottle to take a water-pollution sample.

"Water pollution is partly an esthetic problem, mainly a health one. This isn't one city but a great megalopolis stretching from Boston to Washington. Our waters have become a huge cesspool fed by New York, New Jersey and Connecticut."



SHE listens to calypso song composed for Salk vaccine campaign by Sylvia Forster, temporary department typist.

"We use every means at hand to publicize the vaccine's benefits. Last year we got the teen-agers by photographing Elvis Presley getting inoculated. We've got Charles Van Doren lined up to interest the intellectuals."



At Sun Kwong Sang Market, Dr. Baumgartner watches slaughtered chickens being dipped in hot water to prepare them for plucking.

"The people have a right to the assurance that these places are sanitary."

Not too long ago they used to be an awful mess—rats running around and things like that—but nowadays there's very little trouble. They tell me it's very easy to spot a sick chicken, because there's nothing on earth sicker-looking than a sick one."

CONTINUED

The comedy of the year is here!



M-G-M romantically presents

GREGORY PECK
LAUREN BACALL in

DESIGNING WOMAN

co-starring **DOLORES GRAY**

Written by GEORGE WELLS, Associate Producer • In CinemaScope and METROCOLOR
Directed by VINCENTE MINNELLI • Produced by DORE SCHARY • An M-G-M Picture



De luxe doll meets rugged newspaper man. After whirlwind courtship, they're wed.



As a stage fashion designer, she finds husband's ex-flame is star of show. Sticks pins in her.



Newspaper man is meanwhile having mobster trouble. He hides out and punchy pal guards him.



She hates fights, but goes. He hates fashions, but goes. They're in two different worlds.



Then Mrs. discovers Mr. in show-girl's boudoir. She hurls incriminating shoe and choice remarks.



Between mobs and mannequins, no dull moments. How did they get together? (WE won't tell!)

"Well, we've ironed things out
at our house"



Jayne Meadows
(Mrs. Steve Allen)

Steve Allen



- Jayne:** Hey, snoopy, what's the sudden interest in my ironing board? Thinking of trying your hand at a little manual labor?
- Steve:** Who, me? Not on your life—I'm just wondering how you can be so near-sighted and still iron.
- Jayne:** Okay, snappy-talk, what's the gag?
- Steve:** No gag—just look at that ironing board cover!
- Jayne:** So I'm looking, so what?
- Steve:** Do you mean the lovely American Housewife can have an ironing board cover as sad looking as that and not know it?
- Jayne:** Hmm. Hey, maybe you've got a point! Maybe that's why some of my pretties don't look so pretty after they're ironed. Okay. When you get to the marts of trade, you just buy me a new one. Now I'll show you how smart I am. Ever hear of a Tex-Knit Ironing Board Cover?
- Steve:** Can't say as I have, Ma'am.
- Jayne:** Well I just read an ad, smarty, and if Tex-Knit is as good as they tell it, that's the kind for me. Includes a little feature that will keep you from nagging me, too.
- Steve:** And this is—?
- Jayne:** It can be wiped clean and kept clean . . . and best of all, it's unconditionally guaranteed. So, on your way and come home with a Tex-Knit over your shoulder!

Tex-Knit®

**UNCONDITIONALLY GUARANTEED
ironing covers**

Textile Mills Company, Chicago 14, Illinois
World's largest manufacturers of ironing board covers and pad sets

**THE ONLY IRONING BOARD COVERS
UNCONDITIONALLY GUARANTEED AGAINST WEAR**

If any Tex-Knit Golden Crown, Perma Gold or Burn-proof cover wears out during the period of its Guarantee (1, 2, 3 years) we will replace it free of charge.

LADY DOCTOR CONTINUED



ON the first day of Mayor Robert Wagner's annual "budget retreat," Commissioner Baumgartner presses 1957-58 departmental budget needs, which total \$25 million.

"There isn't anyone in town, Bob, who didn't admire your speech last fall about the need for expanded medical research. Now you have a chance to prove you meant every word of it. It's just a question of how much you're willing to go to bat with the Board of Estimate."



IN her oak-paneled office Dr. Baumgartner talks to a visitor about the goal of research in her public health program.

"In a general sense, this sort of pure science—laboratory experimentation without any pre-set goals of application—is the backbone of science. Without it we'd not have got to the point where we are today. But it's not always easy to get politicians to provide money for research when you can't promise to have tangible results before the next election."

New Information to Help You Nourish Your Cat Better

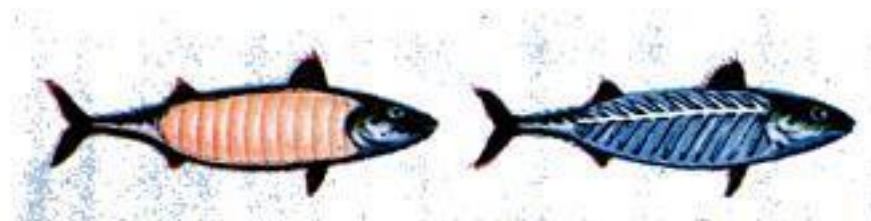
High Quality Proteins Abound in Fish Fillets

The costly portions usually reserved
for your own use
are retained in Puss 'n Boots.

As a cat lover, you have probably heard that Puss 'n Boots Cat Food is made from *whole* fish, not from the by-products commonly used. Here is what this means to your cat's welfare.

The Mystery of Life

Your cat's body (like your own) consists of billions of microscopic cells. Nature constantly rebuilds these cells. The "building materials" are the *proteins* in your cat's diet. But the quality of those proteins is all important.



Fillets Retained

Fillets Removed

Fish fillets (those parts usually reserved for human consumption) do not provide many high quality proteins. Fish "frames" (the parts left after removal of fillets) do not provide many high quality proteins.

Fish Fillets have HIGH QUALITY Proteins

Nutritionists agree that fish is unusually rich in proteins, but they point out that the *high quality* proteins are concentrated in the fillets... the tasty parts usually sold for human consumption, but *retained* in Puss 'n Boots Cat Food.

What are Proteins?

A single protein molecule is made up of infinitely small "building blocks" called amino acids. There are many different amino acids in foods but at least 8 of them are essential. Unless the protein contains all of these 8 indispensable amino acids in sufficient quantities and in proper balance, the protein is of poor quality.

A high quality protein has two characteristics:

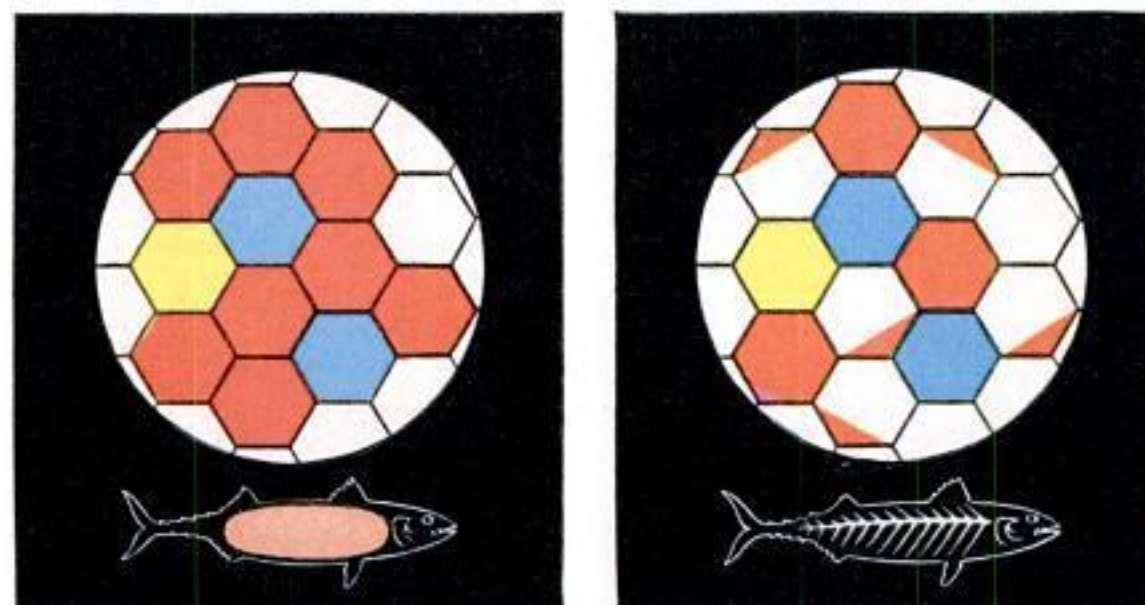
First, it contains adequate quantities of all the essential amino acids in the proportions that nature uses for the constant rebuilding of tissue and muscle.

Secondly, it is easily "broken down" in the digestive system, so that it passes easily through the walls of the digestive organs, into the blood stream and so into nature's "rebuilding operation".

Puss 'n Boots retains the fish fillets to give your cat the *high quality* proteins it needs for a sturdy, active body.



"Aristocratic Siamese are we." For an 8" x 10" print in full color of this photo by Walter Chandoha, send 25¢ to Cat Pictures, Dept. L-27, Box 6586, Chicago, 77, Ill.



The Difference in Proteins—Diagrammed

HIGH QUALITY Proteins from fish fillets, as in Puss 'n Boots, show a full count of the known essential amino acids (red blocks). And every essential amino acid is there in sufficient quantity. Other colors represent less important amino acids.

LOW QUALITY Proteins, from the mere fish "frames" commonly used, lack the full count of essential amino acids (red blocks). Part-empty blocks indicate essential amino acids that are wholly or partly missing.



See for yourself what GOOD NUTRITION means

Pick up a supply of Puss 'n Boots at your food store. Feed regularly...and in three weeks or less you'll see a heart-warming improvement in your cat's playful energy...sleek beauty...and general well-being. Start giving yourself this pleasure *now*.

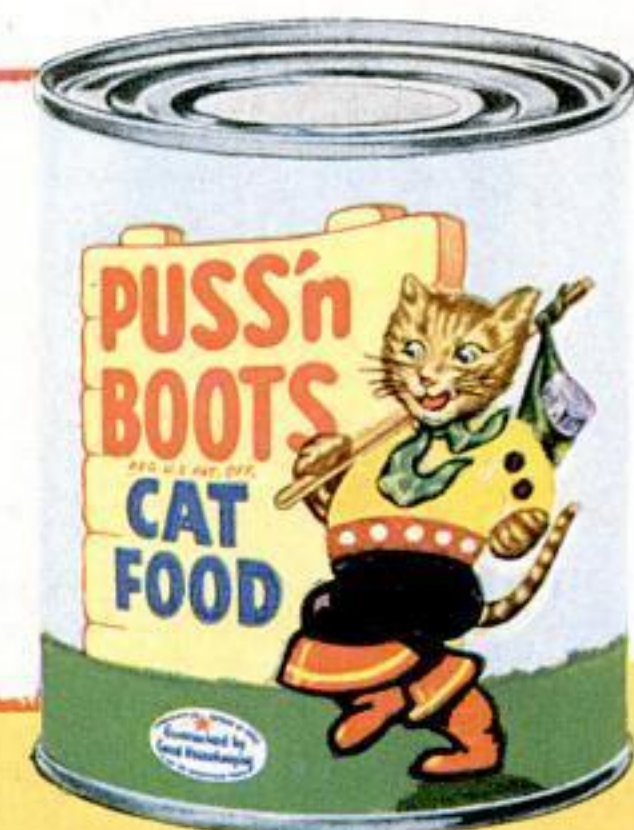
Coast Fisheries, Division of The Quaker Oats Co., Chicago 54, Ill.

Plus Vitamins from Fish Livers

Besides high quality proteins, your cat also needs *vitamins*. Puss 'n Boots supplies these, too, by processing the *whole* fish, including the liver. Fish livers are relatively rich in Vitamins A and D, and in B₁₂ and other B complex vitamins. (That's why they are often sold separately for medicinal use.)

Selected Cereals...Extra Vitamin B₁, too

To complete the nutritional *balance* of Puss 'n Boots, selected cereals are added to provide carbohydrates, and all-round nutrition. And there's extra Vitamin B₁ (thiamine) in every can, as a margin of safety, because your cat needs this essential "nerve vitamin" regularly. Puss 'n Boots thus provides every nutrient a cat is known to need.



America's largest selling cat food
...adds the plus in health, beauty, vigor

PUSS 'n BOOTS
is good nutrition

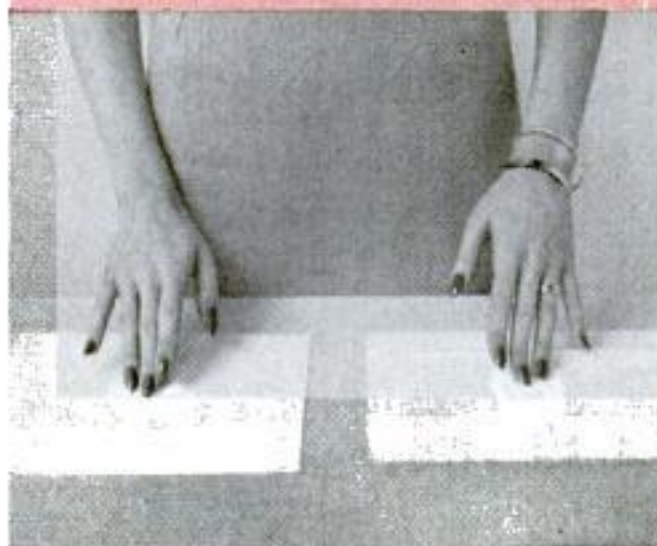


New! Scotties in

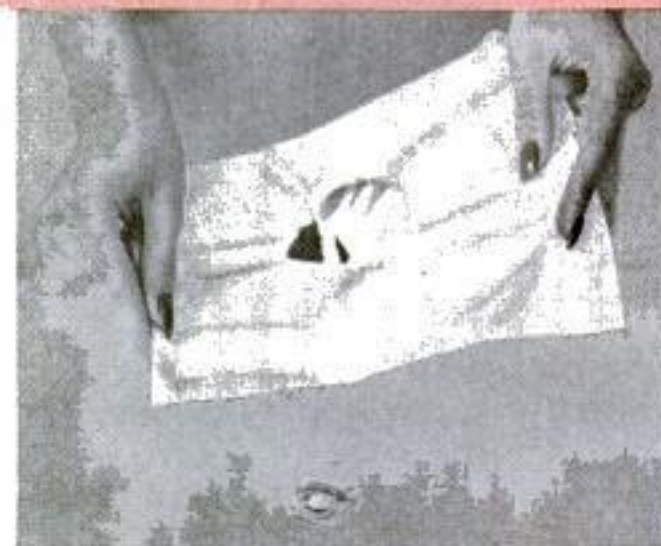
The soft, soft facial tissues that

Even with the
new liquid face creams,
Scotties
hold together
throughout an
entire creaming!

PROVE IT TO YOURSELF! JEWEL TEST SHOWS SCOTTIES STRONG WHEN "WET"!



Soak an ordinary tissue and a Scottie with equal amounts of one of the new liquid cleansing creams.



Ordinary cream-soaked tissue breaks. A tissue *without* the wet-strength of Scotties breaks through when you drop just *one* earring into it.



Cream-soaked Scottie holds and holds! Drop earring, bracelet, pin, necklace into cream-soaked Scottie—and the Scottie doesn't break!



powderpuff pastels!

really hold together!

Glamorize your beauty-time
with Scotties in
new powderpuff pastels—
pink, white, yellow!



SCOTTIES—ANOTHER FINE PAPER PRODUCT BY SCOTT

®SCOTTIES™ REG. U. S. PAT. OFF.



Don Carter, BOWLING CHAMPION, SAYS:

"Viceroy has the smoothest taste of all!"

Smooth!

From the finest tobacco grown, Viceroy selects only the Smooth Flavor Leaf. No other will do!



Extra Smooth!

Each Smooth Flavor Leaf is specially Deep-Cured, golden brown through and through, for *extra* smoothness!



Super Smooth!

Only Viceroy smooths each puff through 20,000 filters made from pure cellulose—soft, snow-white, natural!



MR. AND MRS. DON CARTER

are both champion bowlers—and they both agree: "That smoother Viceroy taste just can't be beat!" Join them—and the many other champion athletes who have changed to Viceroy for the smoothest taste of all!



© 1957, Brown & Williamson Tobacco Corp.

ART

The Death of a Pioneer



IN LAST YEARS Brancusi hobbled among wood and marble sculptures, wearing white pajamas and a yellow, gnomelike cap.



IN STUDIO BRANCUSI'S BODY LIES AMID FLOWERS, TOOLS (FAR RIGHT), PEDESTALS HE MADE FOR HIS SCULPTURES

BRANCUSI WILLS WORKS TO THE FRENCH PEOPLE

For most of his long life Constantin Brancusi, the great Romanian pioneer of modern sculpture, worked determinedly at his art. His studio, tucked away in a blind alley in the Montparnasse section of Paris, was noisy with the sound of his chisel and hammer as he carved out the streamlined and rough-hewn forms that made him famous. Last week his studio was silent. There on a makeshift bier (*above*) Brancusi lay, dead at the age of 81.

Brancusi's death was as discreet and inconspicuous as his life. Though his revolutionary sculptures like the polished bronze *Bird in Space* provoked raging controversies and court battles (*LIFE*, Dec. 5, 1955), Brancusi himself assiduously shunned publicity, living like a hermit seldom seen by the outside world. But the old master of modern art did not forget the world. In his will he left his entire studio, with its valuable assortment of his life's art, as a legacy to the people of France.



AT BURIAL in Montparnasse cemetery near Brancusi's studio, bearded sculptor drops flower on tomb.



MORE BOAT FOR YOUR BOATING DOLLAR!

More value . . . more quality features . . . without the penalty of a high price tag—that's a Cavalier Boat. Utilities, runabouts, cruisers with brass and bronze fittings, running and anchor lights. Inboards: copper fuel and exhaust lines; engines, rubber-mounted; positive cam-and-lever steering. Yet they're budget priced for every boating fan. See your dealer or mail coupon for free brochure.



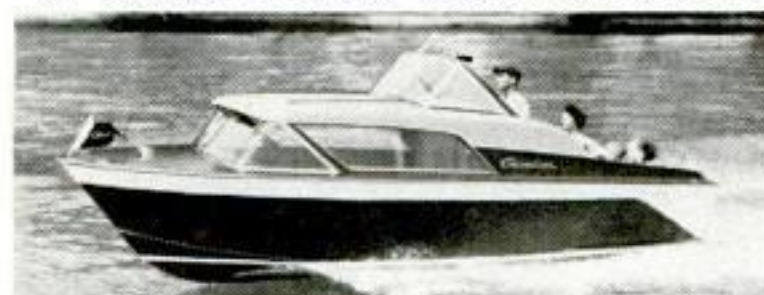
15' Utility. Price \$1865. Also 17', from \$2065.



17' Runabout. From \$2165. Also 15', at \$1950.



16' Semi-Enclosed Sports Cruiser sleeps 2, \$1025.



19' Sports Express 2-sleeper. From \$1870.



22' Express Cruiser 2-sleeper. From \$2330.



22' Express Cruiser 4-sleeper. From \$2395.

Prices at factory, subject to change without notice.

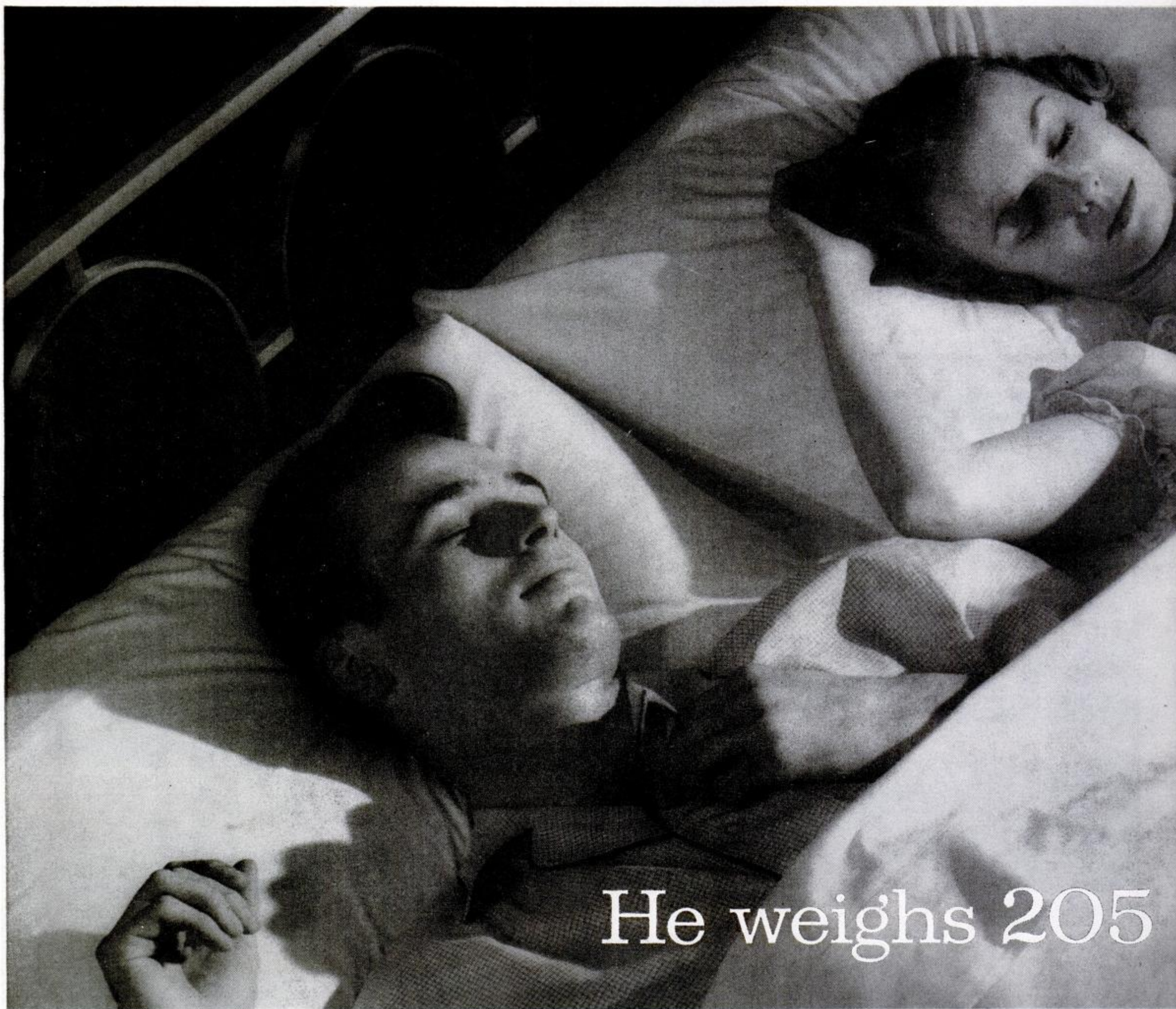
Cavalier Boats, Algonac, Michigan

I am interested in boating fun without a high price tag. Please send me complete information on new Cavalier Boats.

Name _____
Address _____
City _____ State _____

—WORLD'S GREATEST VALUES IN LOW-COST BOATING—

DEALERS: Valuable franchises available; write for data.



He weighs 205

Each gets separate comfort..

Only Beautyrest* lets two sleep together in private, perfect comfort. Only Beautyrest has separate, independent springs

Last night his every turn jarred her awake. *Tonight* her rest is completely undisturbed. Reason? *Today* they bought a new Beautyrest mattress.

You see, Beautyrest is made differently from all other mattresses. Instead of springs being tied together, Beautyrest springs are separate and independent. *His* and *hers*.

Springs pushed down under his weight cannot disturb the springs that support her. Separate springs mean separate, private comfort—without any rolling together. Only Beautyrest has them.



"ORDINARY"
(wire-tied springs)

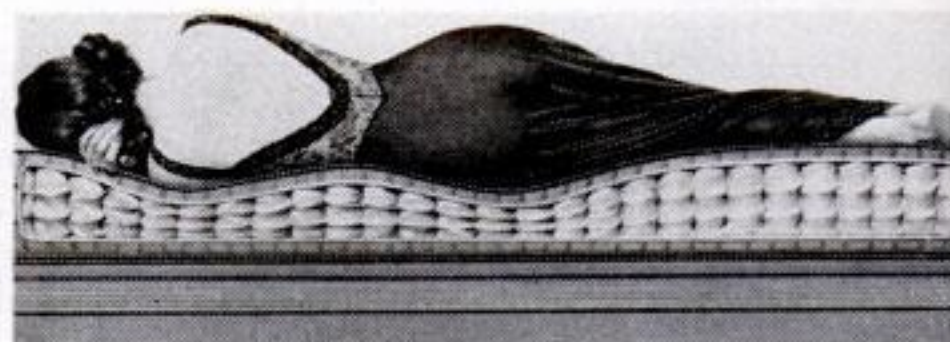


BEAUTYREST
(independent springs)

See how glass topples over when you press down on nearby spring in "ordinary" mattress. Springs

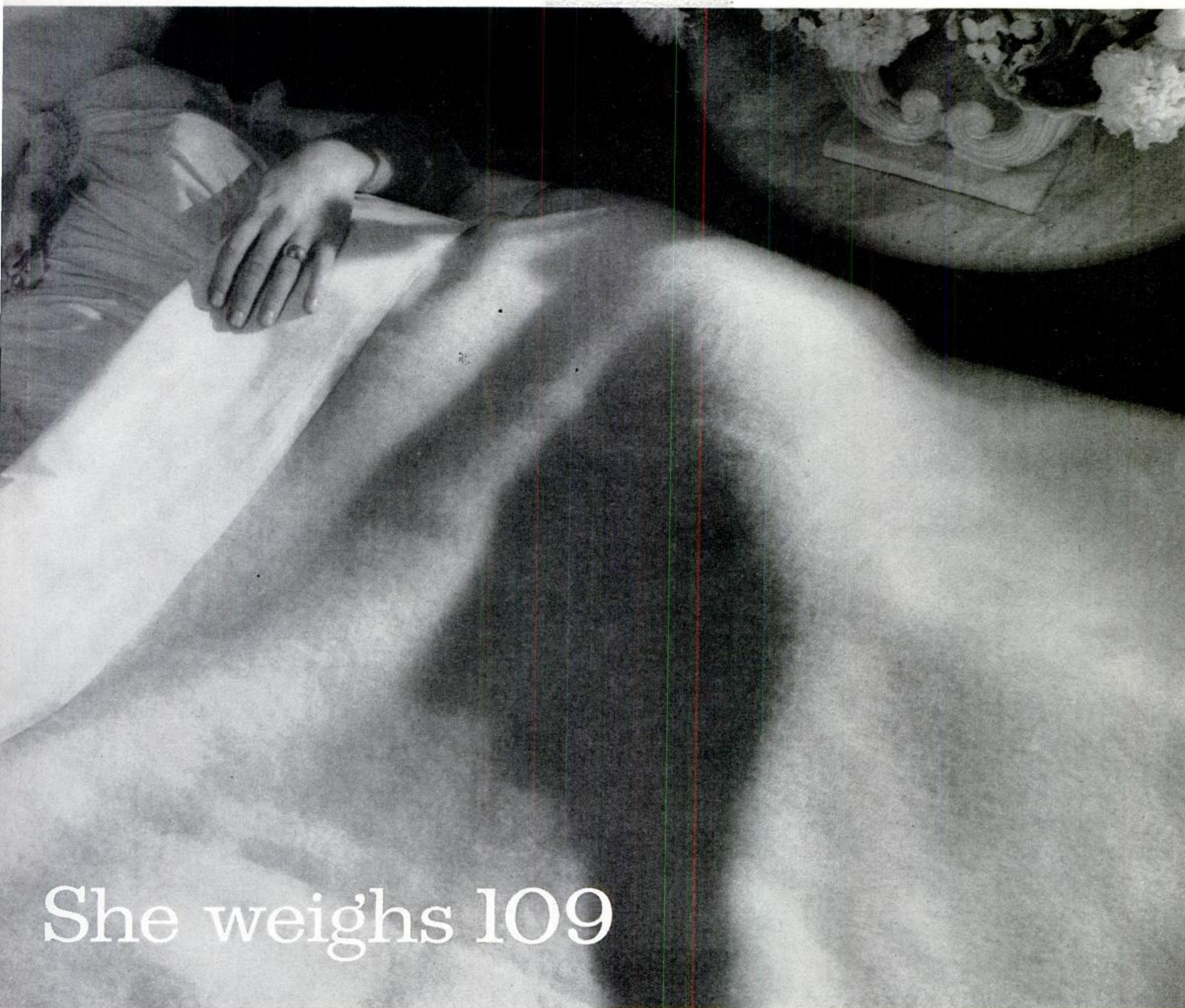
that are wired together sag together.

See how glass remains upright on Beautyrest. Each spring is independent, strictly on its own. Each coil reacts only to the weight above it. So vital to double-bed comfort!



Greater single-bed comfort, too

If Beautyrest is so right for two, think how perfect it must be for *single* sleepers. Independent spring

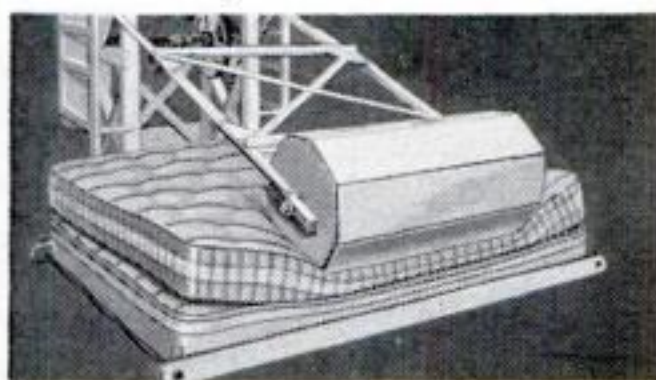


She weighs 109

separate rest on BEAUTYREST

give body-fitting support from head to toe. Coils give gently under the weight of your hips, yet firm up to support the small of your back.

Remember, only Beautyrest gives this combination—the firm, level support you need *plus* the luxurious comfort you want.



The least expensive mattress you can own

Here's why the best costs the least. At United States

Testing Co., 270-pound roller went over all leading-make mattresses. Beautyrest stood up 3 times longer than the next best mattress.

Longer-lasting? Yes. And the Beautyrest 10-year guarantee brings original price of \$79.50 down to about 2¢ a night.

Your choice of firmness

Choose the Beautyrest that suits you best. There's Beautyrest Standard model (for most firmness requirements) and Beautyrest Extra-Firm model (for those who need or prefer it). Extra-length and extra-width Beautyrest mattresses also available.

Whichever you choose, be sure that you get the **MATCHING BEAUTYREST BACKSAVER BOX SPRING** with exclusive platform top, which

is scientifically engineered to give maximum comfort and even greater Beautyrest durability.

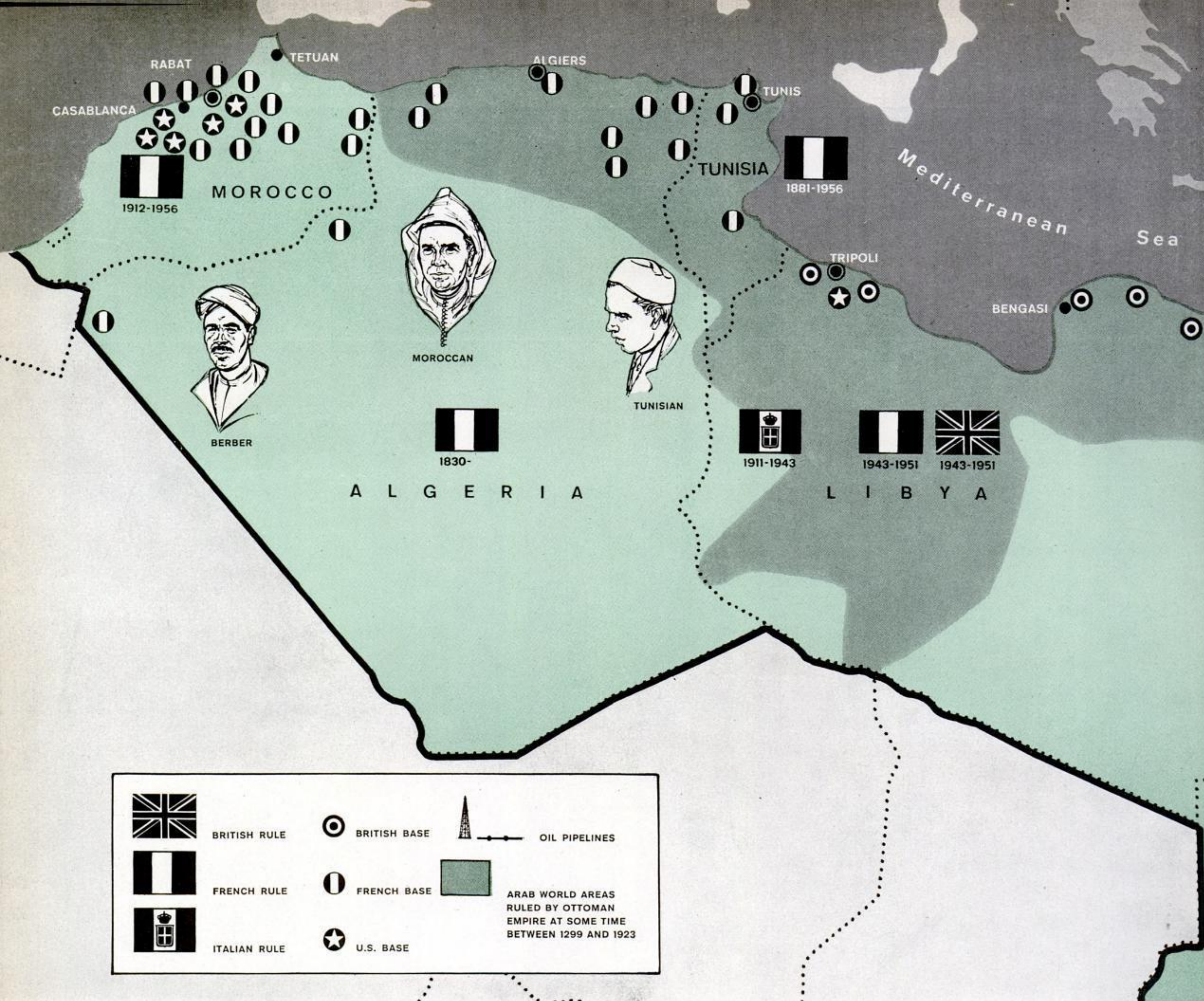
It completes the comfort picture, brings out the best in Beautyrest.

P.S. Look for the border with the vertical double stitch lines . . . it identifies the Beautyrest mattress.



Only SIMMONS makes BEAUTYREST

*Trade-mark Reg. U. S. Patent Office.
Copr. 1957 by Simmons Co., Mdse. Mart, Chicago, Ill.



LANDS THE ARABS INHABIT, the 3,500-mile-wide Arab world (shown in two shades of green) was until recently almost entirely controlled by alien powers, most notably the old Ottoman Empire (dark green areas) whose control was long-lasting though sporadic. Only the central part of Saudi Arabia, mainly desert

wasteland, has remained free through the centuries, but its gulf coastal cities were held by the Ottoman Empire until World War I. Britain still holds protectorates over strategic Aden (lower right) and Kuwait, an oil-rich sheikdom on the Persian Gulf. Dates under flags on the map indicate the limits of effective foreign

FERMENT OF NATIONALISM

A long-oppressed people's drive for unity, although slowed by rivalries and

Keith Wheeler first visited the Middle East in 1946 as a correspondent for the *Chicago Times*. In 1948 he went back again to cover the Arab-Israeli war. He joined *LIFE*'s staff in 1951. From 1954 until the spring of 1956 he was chief *TIME-LIFE* correspondent in the Middle East and last November began gathering material for this two-part survey. His first article analyzes the history and forces that have shaped the Arab world and motivate the Arabs in their relations with the rest of the world.

In preparing his survey, the second instalment of which will appear in next week's issue, Wheeler traveled more than 6,000 miles, visited eight Arab countries and interviewed or consulted more than 400 Arab leaders and other authorities. When he returned to the U.S. his passport, issued in 1954, included 176 pages of visas.



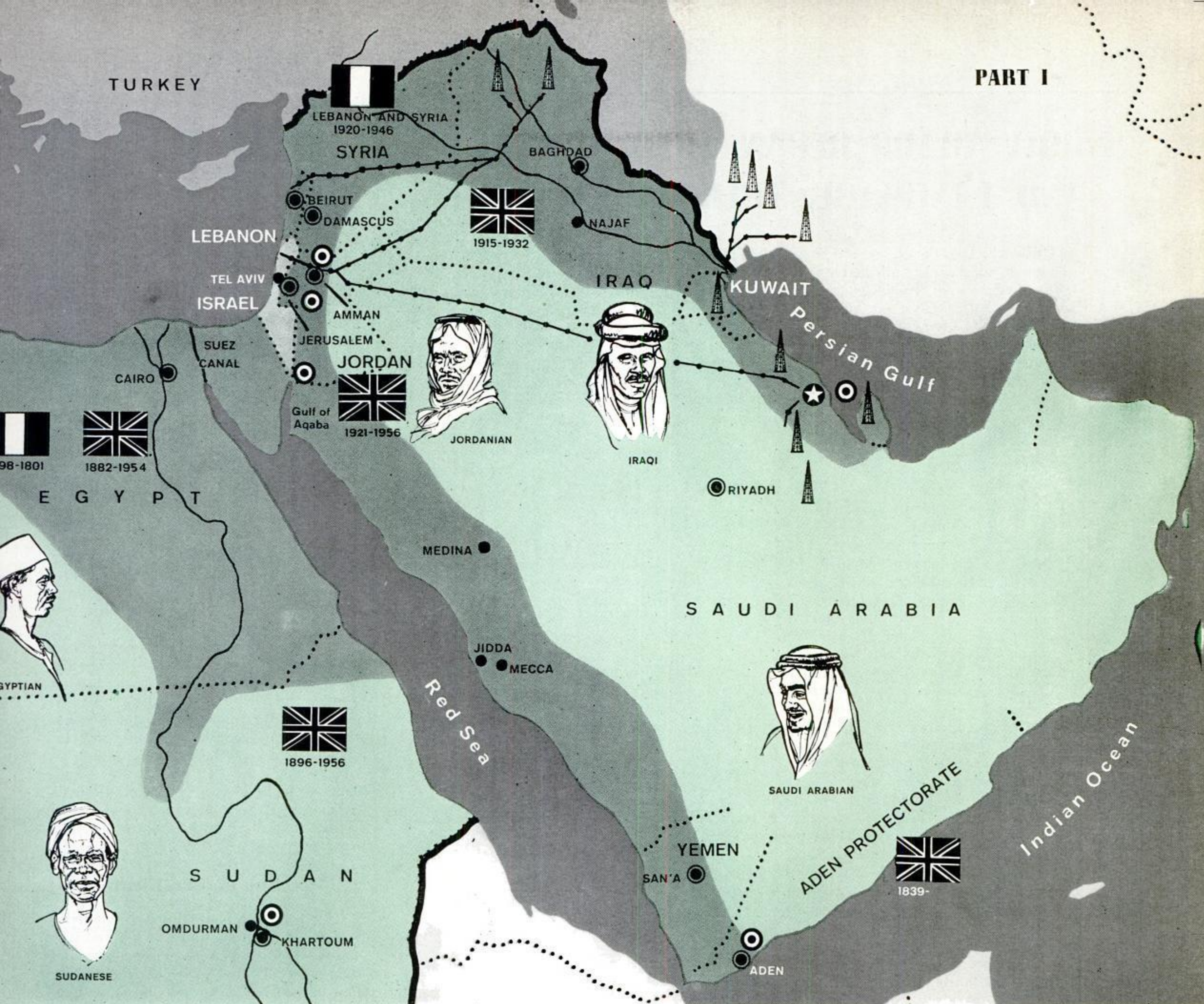
KEITH WHEELER

WE entered the battle with 'Arab nationalism' as a mere expression. Now it is a reality." With this exultant boast Egypt's President Gamal Nasser rallied his countrymen and the 80 million members of *al Umma al Arabiah* (the Arab nation) at the height of the invasion of his country last fall by Great Britain, France and Israel.

There were some immediate repercussions which gave support to Nasser's claim:

► Five Arab nations broke off diplomatic relations with France and three broke off with England. (There were no formal ties to break with Israel.)

► Syria, Iraq and Jordan all mobilized their



control (thus Egypt was declared independent in 1922 but British military forces did not agree to leave the Suez Canal Zone until 1954). The portrait heads represent some prominent Arab types. Egypt is by far the most populous country (about 23 million people). The regions to Egypt's west are known as the Maghreb,

those to the east as the Peninsula and Fertile Crescent. On the Peninsula, the Saudi Arabians guard the holy Islamic cities of Mecca and Medina. Syria, Lebanon, Jordan and Iraq are part of the Fertile Crescent. The richest oil fields are in Iraq and on the Peninsula, but many pipelines traverse the Fertile Crescent.

IN AN ANGRY ARAB WORLD

backward ways, is a growing force to be reckoned with

by KEITH WHEELER

armed forces and massed them in the latter country.

► In Libya, at the instigation of an Egyptian diplomat, a pipeline leading to America's \$100 million airbase was bombed.

► In Syria, a Western-owned pipeline complex carrying the oil of Iraq to the Mediterranean was blown up.

► In Kuwait, an oil well was fired and a submarine pipeline was blown up.

► Saudi Arabia cut off the flow of oil to a British refinery on Bahrain Island off the coast. Altogether the flow of Middle Eastern oil to Western Europe was cut by a vital 30%.

This was the first shock wave, extending

over an area of 4.5 million square miles around the point of impact. Rapidly it ran farther, into Europe, where it nearly ruptured NATO, to the U.S., which saw its relations with its oldest and closest allies fall to an all-time low, and to the U.N. For the ensuing five months, the U.N. was almost totally engrossed in the search for a solution to the crisis in the Middle East—to the effective neglect of Russia's far bloodier aggression against Hungary.

But is there, in truth, an "Arab nation"? Is "Arab nationalism" a living reality or a politician's myth ephemerally embodied in street mobs aroused as an occasion demands?

In search of the answer to these questions, I traveled through the vast Arab world which encloses historic and still vital trade routes, 70% of the free world's oil and the tools to get at it, enormous and still untapped mineral resources, seven huge American air and naval bases and a vital link in the West's chain of defenses against Communism.

It became evident throughout this area that Arab nationalism does exist as a genuine force, stronger today than ever before in modern times. Local feuds, dynastic rivalries, religious antagonisms and economic considerations still keep the Arab world divided, but a powerful sense of identification with

HOW ARABS BEGAN, THEIR RELIGION AND LANGUAGE, THEIR GREAT PAST

ARAB ORIGINS. Like the Hebrews, Phoenicians and some other ancient Middle East peoples, the first Arabs were Semites, by tradition descendants of Noah's eldest son Shem. The true Arabs were the Bedouins, desert nomads of the Arabian peninsula. Their language was the forerunner of modern Arabic. Most were pagans, although some tribes came to be strongly influenced by Judaism and Christianity.



ABU BAKR

RISE OF ISLAM. Out of this primitive civilization in the Seventh Century A.D. rose one of the most remarkable religious leaders of all time, the prophet Mohammed, whose monotheistic faith he called Islam ("submission" to God's will). By the time of his death in 632 Islam had been accepted by most Bedouins. Over the next 100 years it inspired the Arabs to launch a spectacular expansion, begun by Mohammed's father-in-law, Abu Bakr, which extended Arab hegemony over the entire Middle East and North Africa, burst over the Straits of Gibraltar into Spain and on through southern France, reaching high tide just before their defeat at the Battle of Tours in 732.

THE ARAB IMPRINT. The Arabs left two indelible stamps on their new lands. One was that of their dynamic new faith, Islam. Peoples in their path, such as the Berbers of North Africa, the Nubians of Sudan, the Ghassanids of Syria and the Sassanids of Persia, all adopted Islam. Many existing religious groups, however, were bypassed and continue to the present, among them the Copts (a Christian sect who today comprise about 10% of all Egyptians), the Maronite Catholics of Lebanon, the secret Druse sect of Syria and Lebanon, sizable Christian communities in Iraq, Syria, Lebanon and Jordan and some Jewish groups in North Africa (where Jews today serve in two Arab governments) and the Middle East. More important in modern context was the imprint of the Arab language, which displaced other tongues in North Africa and a large part of the Middle East. Arabic today constitutes the basic unifying element of the Arab world, and where its use leaves off is the boundary of the Arab world. Whatever their race or religion, those who speak Arabic consider themselves Arabs, and other Islamic peoples who do not speak it—like the Turks and the Iranians—are not considered Arabs.



AVERROES

THE GOLDEN AGE. Abu Bakr was the first caliph, literally "successor" (to Mohammed), of Islam and as such was both political and

religious leader of the Arabs. Later the Arab empire broke up into rival caliphates, notably those of the Umayyads at Damascus and the Abbasids at Baghdad. But even as the empire was splitting up politically under the strains of distance, diverse bloods and decadence, the Arabs between the 8th and 12th centuries produced a dazzling civilization which became the custodian of the world's culture and science while Europe was in turmoil. Arab philosophers studied Aristotle while Charlemagne was learning to write his name. Arabs at Cordova bathed in luxury when Britons at Oxford considered washing dangerous. Arab courts nurtured great scholars and scientists: Avicenna the physician, whose classification of sciences was adopted by European universities; Averroes, lawyer and philosopher celebrated for his commentaries on Aristotle. An Abbasid caliph, Harun al Rashid, had diplomatic relations with China and became a hero of the Arab legends later compiled in *Thousand and One Nights*.

DOWNFALL. In the 13th Century successive waves of invaders came out of Asia. The Arabs called it "the century of the Mongols" and held it accursed. "The Arab battery went dead when



HARUN AL RASHID

Genghis Khan's grandson Hulagu hit Baghdad in 1258," says a modern Arabist. A long period of subjugation and political chaos followed. But the Islamic faith continued to flourish, absorbing even the conquerors. In the 16th and 17th centuries the Arabs fell under the Ottoman Turks, descendants of other Asiatic invaders who had earlier conquered Anatolia (roughly modern Turkey). Meanwhile the Arabs had lost their grip on Spain in the battle of Granada in 1492.

AWAKENING. The Arabs were brought back into the modern world by Western encroachments in the 18th and 19th centuries. First came Napoleon's invasion of Egypt in 1798. France then shifted its attention to North Africa. Ottoman power was now crumbling. France conquered Algeria in 1830, then established protectorates over Tunisia in 1881 and Morocco in 1912. Great Britain invaded Egypt briefly in both 1801 and 1807. After the Suez Canal was completed in 1869 against initial British opposition, Britain came back in 1882, conquered Egypt and set up a 74-year guard over the canal. British influence began to be felt in the Sudan in the late 19th Century under such commanders as General Charles ("Chinese") Gordon, who was killed at Khartoum while nominally in the service of Egypt, and Lord Kitchener, who finally subdued the country. Later, in 1899, the British set up a joint rule of the Sudan with the puppet Egyptian government. British and French impact on the eastern part of the Arab World, explained in the companion article, did not start until World War I.

the ideas of *al Umma al Arabiah* unites all Arab-speaking peoples, at least ideologically.

A profound, almost mystical feeling had prompted last fall's display of Arab unity, and in my travels I heard it expressed many different ways:

From a tall, black-skinned man, his cheeks deeply grooved by traditional tattooing. Minister of Interior Aly Abdul Rahman of the new African state of Sudan: "We are Arab. No country has a closer or older tie to the Arab source in Mecca," he said. "You cannot draw a line between the Sudan's problems and the problems of the Arab nation."

From a pretty girl, graduate of Vassar with a master's degree from Columbia, Anisa (Sa'adoun) Omari, wife of a Baghdad surgeon: "I am as Arab as any Bedouin woman, as Arab as any of the veiled wives of a Yemeni mountaineer."

From a suave and cultured Christian, President Camille Chamoun of Lebanon: "Arab nationalism is a force in being. It has not yet taken its final shape or direction but it cannot be denied."

From Palestine refugee Khalil Mahmoud Halim, wearing a white *kaffiyeh* (head cloth), his mustache curled like a ram's horn: "Arabs are a nation. The people are one, whether the governments are or not."

From a saturnine, somewhat scornful man of 37, veteran of four years in French jails, Abderrahim Bouabid, minister of national economy in newly free Morocco: "We are neither anti-West nor anti-Jew, but we stand with Egypt on Suez and even more we stand against Israel."

From a 25-year-old Christian newspaperman, Nizar Jweidah of Baghdad: "I make 120 dinars (\$336) a month; I would give up 50 of that regularly to help bring the Arabs together."

A feeling of identification

THUS people in many different countries, in many different walks of life and with greatly differing backgrounds express both their personally felt sense of Arabism and their identification as individuals with all others who call themselves Arabs. When I asked how this came to be, I was told, as Dr. George Habash, a 30-year-old physician, put it, "Because we speak Arabic, live in Arab countries and consider ourselves Arab."

An excursion into ancient and medieval history is necessary to define Arab countries and those who consider themselves Arab (see box at left). To understand Arab nationalism today it is necessary to go at some length into more recent history. Over and over again I had this expounded to me. "Yes, I am sure you know," said Syria's Foreign Minister Salah Bitar when I tried to interrupt his lecture, "but I want to make you understand that Arab nationalism is not artificial but has its roots in the history of the people."

The dominant fact of recent Arab history is this: of the 24 political entities of the Arab area only one—Saudi Arabia—has enjoyed independent nationhood for as long as 40 years (see map, pp. 114, 115). None has escaped conflict with the West or the West's influence, interference or colonialism, and some still suffer them or fear their recurrence. Three—Tunisia, Morocco and the Sudan—won freedom less than two years ago. In another, Algeria, a war for independence has been raging since 1954. Twelve do not

Headache?

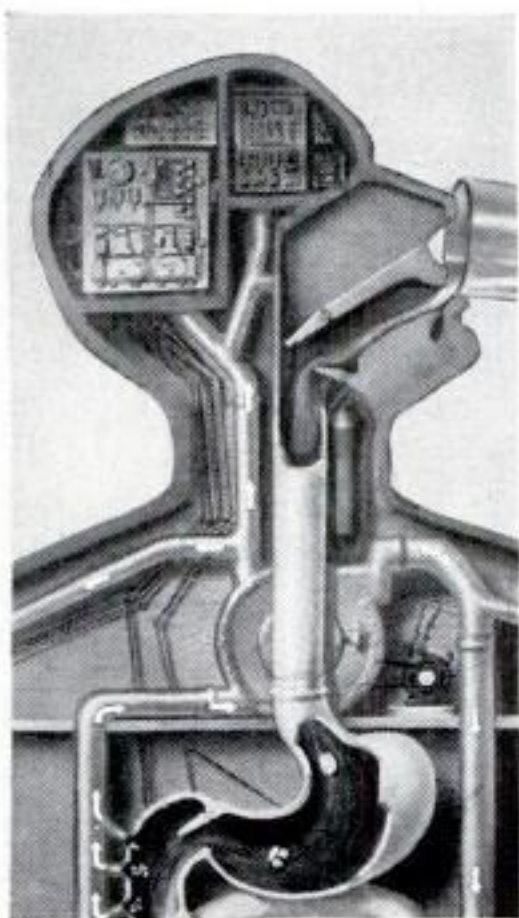
Cold miseries?

Muscular aches?



Take Bufferin[®]...acts twice as fast as aspirin!

Won't upset your stomach as aspirin often does



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream in order to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients which speed the pain reliever out of the stomach and into the blood stream *twice as fast* as aspirin.

3. So Bufferin acts *twice as fast* as aspirin to relieve pain. Take *two* Bufferin tablets the very next time pain strikes. You'll find you get *fast*, wonderful relief.

If you suffer from the pain of arthritis or rheumatism, ask your physician about Bufferin.



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OF BRISTOL-MYERS

**NO
FINER
FIT
AT ANY
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What Bestform doesn't know about women (their figures...and how they figure) isn't worth knowing. And it shows. In the finer fit. In the better quality. In prices that are surprisingly low.

BESTFORM
GIRDLES AND BRAS

Bestform Foundations, Inc., 38-01 47th Ave., Long Island City 1, N. Y.

Start your puppy right!



Worm him at home in
ten seconds this easy way with

Sergeant's[®] WORM-AWAY

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IN WORLD WAR I the Arabs fought against Turks in return for promises of independence by Britain. Under the Englishman, T. E. Lawrence, they, shown above in a picture taken by Lawrence, captured the port city of Aqaba.

THE ARAB WORLD CONTINUED

yet have independence. Most important, one—Palestine—has been lost to the Western-sponsored state of Israel.

Modern Arab nationalism, in the sense that it traversed political boundaries, began in the first decade of this century as a revulsion against the Ottoman Turks.

Britain and France collided with the Arab nationalist movement through a series of contradictory promises and commitments made during and after World War I. In Arab eyes the first of these commitments comprised the charter of Arab independence; the others added up to a succession of cynical betrayals. The highlights of this historical process are preserved in the following records: McMAHON CORRESPONDENCE, July 14, 1915 to Jan. 30, 1916: a series of eight letters exchanged by Sir Henry McMahon, British high commissioner in Egypt, and the Sharif Hussein, guardian of the Arabs' holy cities of Mecca and Medina. As reward for going to war against their Turkish rulers, who were German allies, the Arabs were promised independence in the Arab peninsula and in the lands to the north known as the Fertile Crescent. Some exceptions were made and the British later began to argue that the intended area of Arab independence did not include Palestine. Arabs argue that it did. Examination of the language of the McMahon letters and the pertinent maps appears to support this Arab view.

The memory of this negotiation has since engrossed Arabs and their supporters. The legendary T. E. Lawrence—Lawrence of Arabia—who played a key role as a leader of the Arab revolt, confessed ruefully after the war: "It was evident from the beginning that if we won the war these promises would be dead paper, and had I been an honest adviser of the Arabs I would have advised them to go home and not risk their lives fighting for such stuff." But the Arabs fought and captured Damascus for the Allies.

SYKES-PICOT AGREEMENT, May 1916: a secret agreement among Britain, France and Czarist Russia, which stunned the Arabs when it was exposed by the Russian Bolsheviks in 1917. It proposed dividing the Fertile Crescent into British and French colonies or spheres of influence and specified international rule for Palestine. BALFOUR DECLARATION, Nov. 2, 1917: a profoundly significant statement by Arthur James Balfour, British foreign minister, that "His Majesty's Government view with favour the establishment in Palestine of a national home for the Jewish people . . . it being clearly understood that nothing shall be done which may prejudice the civil and religious rights of existing non-Jewish communities. . . ."

Britain and France together formally promised independence again in 1918, but two years later the San Remo conference cut the whole area up into League of Nations mandates—Lebanon and Syria to France, Iraq and Palestine to Britain. The state of Transjordan, now the Kingdom of Jordan, was later arbitrarily carved out of the Palestine mandate by Winston Churchill. Memories of the mandates, imposed on unwilling populations, maintained sometimes by armed force and abandoned in the last instance only nine years ago, still rankle Arab sensibilities and render all relations with Britain or France suspect.

In Palestine proper, through a series of events which Arabs ascribe equally to Great Britain and the U.S., Balfour's "national home in Palestine" for Jews has over a 40-year period been transmuted into an Israeli national state which since has pre-empted

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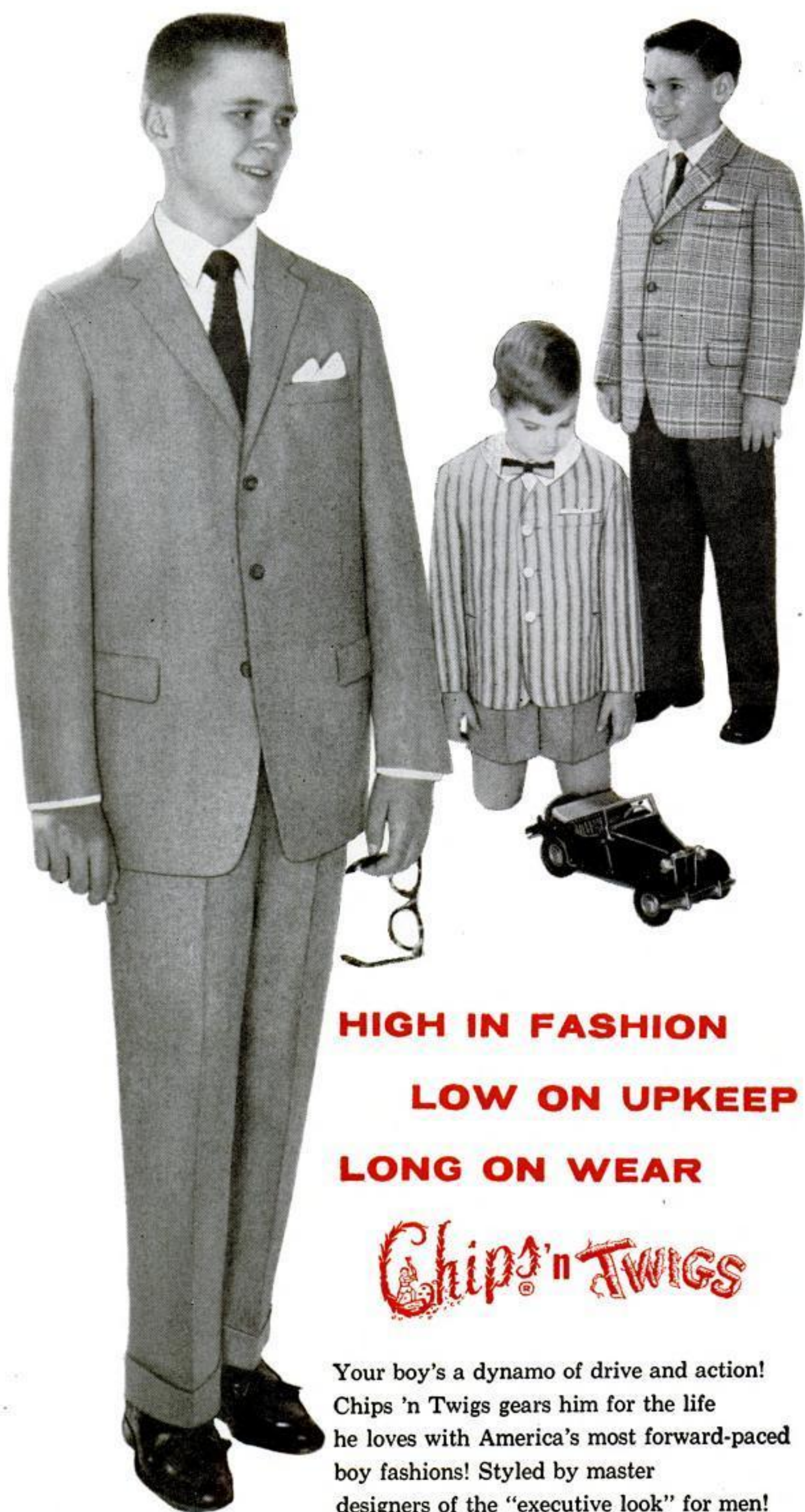
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ARAB NATIONALISM'S LEADER, Egypt's President Nasser, uses map to explain his country's strategic position while sitting in his study at home.

THE ARAB WORLD CONTINUED

most of Palestine. Palestine's former non-Jewish inhabitants have for the most part become refugees scattered around its perimeter, existing on a thin dole of United Nations charity.

"We stood with the West in both world wars," Syria's President Kuwatly told me bitterly. "What did we get for it? Invasion, colonialism and Zionist Israel."

Arabs insist that under the British mandate they had no power to stem the flow of Jewish immigration into Palestine. They tried in an anguished revolt between 1936 and 1939 but the British put them down. In 1939 the British established a five-year limit on Zionist immigration but it proved ineffective. Hitler's persecution of the Jews was in full force and the Western world insisted that the fugitives be given asylum. Arabs like to point out caustically that the Western nations themselves offered asylum to comparatively few Jews.

"We all agree that the world owed the Jews a refuge from Hitler's barbarism," I was told by Musa Nasir, head of Beir Zed college in the Judean highlands outside Jerusalem. "But why should the world's debt have been paid exclusively by Arabs?"

By the war's end, Jewish immigrants were flooding toward Palestine. It was then that the U.S. became an Arab enemy through the agency of President Truman who demanded in 1945 and again in 1946 that the British admit 100,000 forthwith. The U.S. itself admitted only 20,000 between May 1946 and April 1947. "Israel is the creation of the British and Harry Truman," a druggist in Amman said to me.

By 1947 the Jews and the Arabs were already at war and both sides committed atrocities. The British, stuck in the middle, threw up their hands and announced they would get out. The Arabs say the British pull-out on May 14, 1948 was a case of walking out on a mess which the British had, themselves, spent a quarter of a century making.

The formal war, begun by the Arabs, followed and the Arabs lost it. Disunited and suspicious of one another's leaders, the Arab countries watched their armies take a sound drubbing from the single-minded Israelis. Few of them could bring themselves to acknowledge, like Lebanese Writer Edward Atiyah, that "to have a morally unassailable cause does not, by itself, ensure victory. And . . . the Arabs would have won the battle for Palestine had there not been something false or rotten in themselves."

But few Arabs, particularly Arabs in public office, can be so detached. "We see this question simply," said a cabinet minister in Morocco, 2,500 miles from Palestine. "The Jews moved in and displaced a million Arabs. You cannot cure one crime with another."

The Arabs still insist their whipping was the result of world-wide machinations too various and massive for them to combat and they have an abiding conviction that where Israel is concerned the West is massed against them.

They submit the roll of Arab accusations: President Truman recognized Israel within 11 minutes of its proclamation; the Israelis were permitted to rearm during a United Nations truce in 1948 while the Arabs were not; over the years Israel has been largely nourished from the public and private purses of the U.S., last year to the tune of more than \$145 million; American officials

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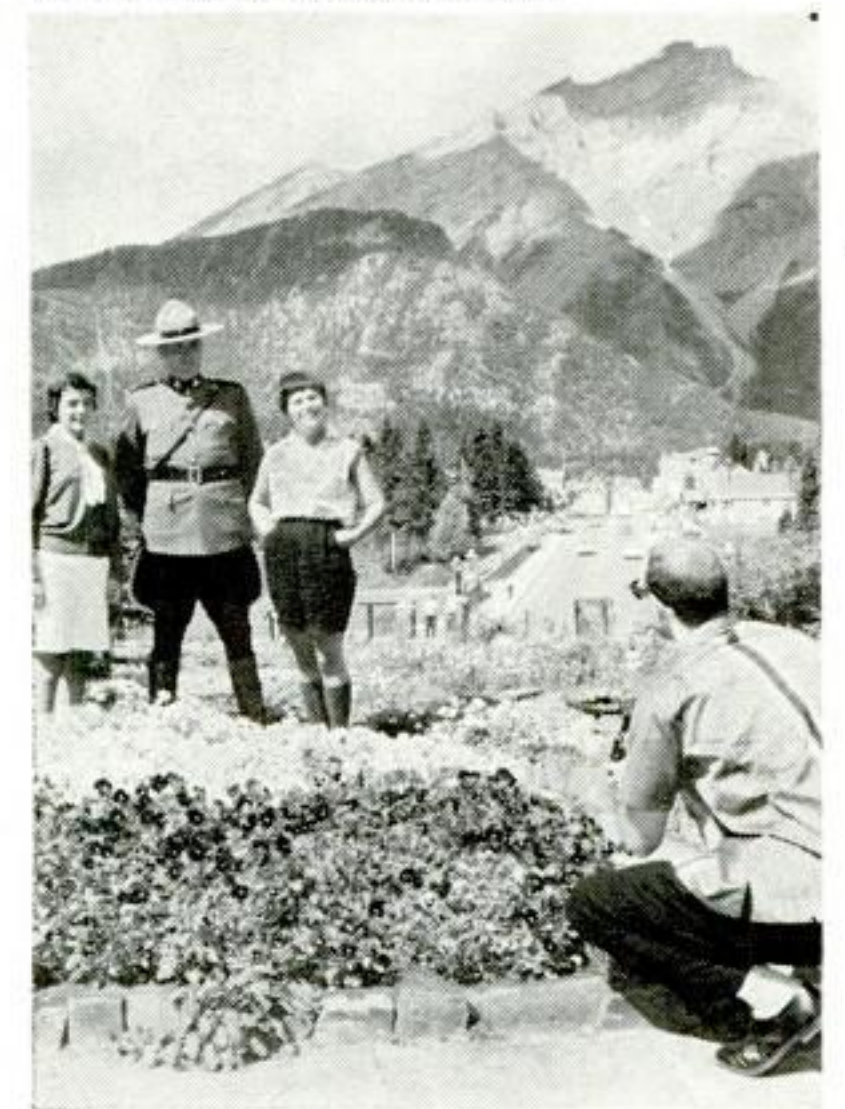
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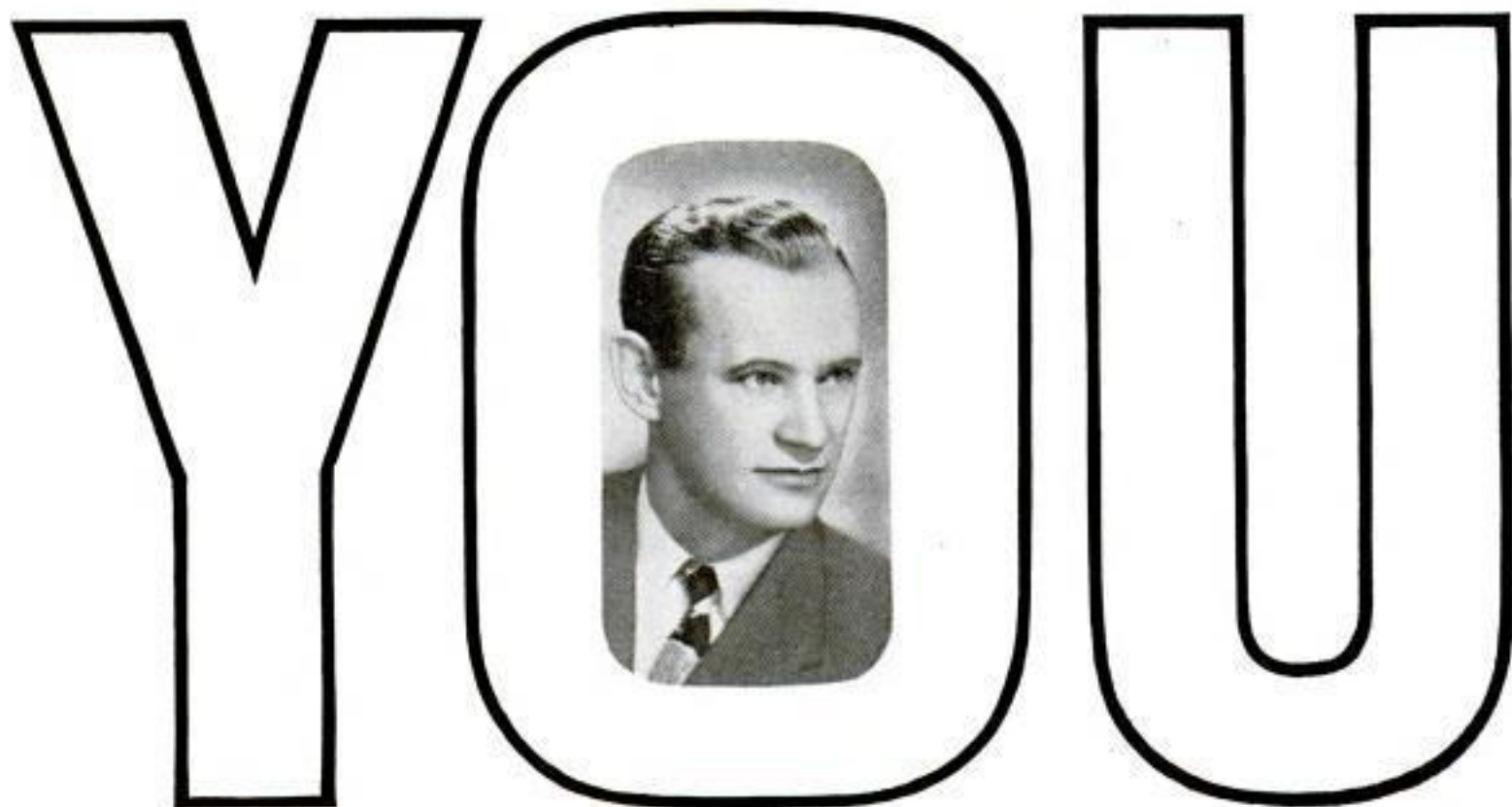


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THE ARAB WORLD CONTINUED

were instrumental in persuading Germany to pay Israel \$60 million annually in compensation for Hitler's crimes while nothing has been done about compensation for Arab refugees from Israel; and finally, although the U.S., France and Britain joined in 1950 to guarantee the status quo in Palestine, when the pinch came with the Israeli attack on Egypt two of the guarantors implemented their commitment by assisting the attacker and attacking the attacked.

It would be futile here to review the course of relations between Israel and her Arab neighbors since the armistice of 1949. It is a subject of interminable dispute over who started what series of incidents. Perhaps it is also futile to examine the question, often asked, why the Arabs should begrudge Israel that small piece of land or why it is any business of the other Arab states.

"It was our home," said a taxi driver bringing me up to Jerusalem. "We had lived there; our fathers had lived there." An American diplomat in Jordan explains: "The lines the British and French drew on the map made no sense to Arabs. To them the land was one, was Arab and had been Arab for 1,300 years. If

Israel means danger to one, it means danger to all."



SPIRITUAL HEAD of Islam, Sheik Abdel Rahman Tag, showed support for Nasser in rifle practice.

The danger the Arabs fear is that Israel will try to expand. They believe that Israel's policy of "ingathering" the world's Jews forces her to be by nature expansionist. To document this belief they cite the pronouncements of leaders of the Herut, Israel's largest opposition party, demanding seizure of more Arab territory. For evidence they submit the recent attack on Egypt—begun a month after Premier Ben-Gurion had forsworn war as an instrument of policy.

These are the historical events whose bitter memory helps to unite all Arabs. This article records the case they make for their nationalism, in order to lay clear the background and motivation for their recent actions. One who must be heard at length is Gamal Abdel Nasser, the man who represents to Arabs their best—perhaps, indeed, their only—hope of erasing the threat of Israel.

Nasser has attained and maintained the role of the topmost figure in Arab nationalism by ruthless fighting for the things he claims as his beliefs. In so doing he has acquired a reputation for wily and unscrupulous diplomacy and for headlong pursuit of his own and Egypt's causes to the heedless detriment of both his neighbors and his own people. But no matter how irritating Nasser seems—and even some Arab leaders oppose him—he is the most conspicuous advocate of Arab nationalism and he is eloquent in stating his own interpretation of the movement.

Enter the boss

A POSTAL clerk's son, Nasser nourished his youth on revolution and his maturity on the humiliations that others inflicted on his country. Recently this writer spent a long Sunday afternoon in Nasser's home. Sweated and tieless, outwardly relaxed but a restless generator of animal energy, Nasser talked and consumed cigarettes compulsively.

Was he, I asked, the boss of Arab nationalism?

"I do not know. The Arab people take me as symbol of hope: it is not a personal matter. They all want the same things, pride, independence, a better life. I know my limitations. I know I can't put it all into effect for them. It is beyond my capacity, but they take me for a man who expresses what they feel.

"Some say that I want to dominate, to build an Egyptian hegemony. This is not true and to prove it I had better explain what I mean by Arab nationalism.

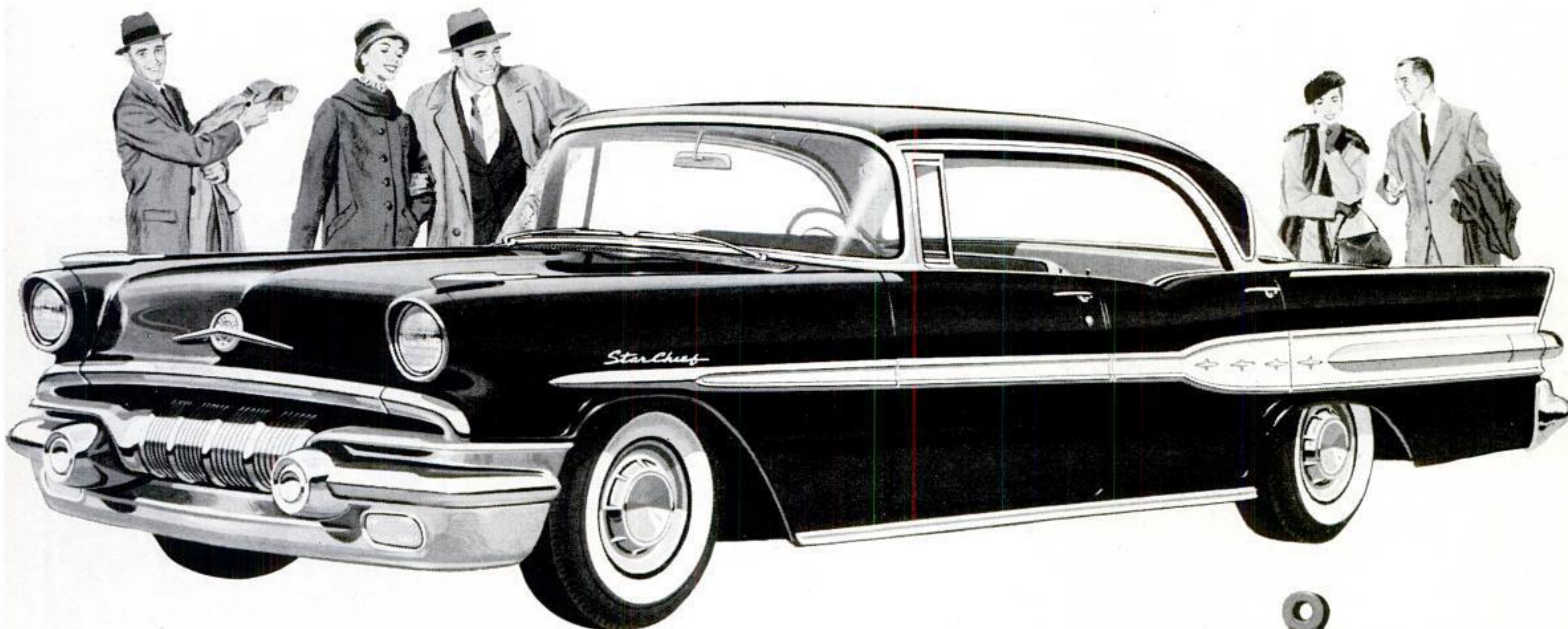
"This region has always been a temptation to aggression, because of its location and its resources. For Egypt, one time it was the Hyksos (in the 17th Century B.C.), another time Napoleon. Every Arab country faced the same problem. As long as the nations were alone and weak it was always the same—and will always be the same. But united we can stop any aggression.

"The Arab countries are often split and divided. I myself was criticized by Egyptians when I began to spread this Arab idea in 1953. Every Arab believes in Arab nationalism, but also he believes in his own nationality. Here we are ready to be Arabs, but also we have been Egyptian for 6,000 years and why should we give that up? There have been many plans for Arab unity, but they all failed because they meant political union and the people suspected they

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THE ARAB WORLD CONTINUED

really meant the leaders wanted to dominate. This is why I could not plan any domination even if I wanted to.

"No, the effective Arab unity must come from the people—a unity of thought. If the people believe in it, the leaders must follow and that is the only way it can work."

As the leading exponent of Arab unity, Nasser has at his command an extensive apparatus to push his ideas. Some parts of this apparatus are gimcrack new and little more than paper organizations, some are solid and time-tested and play a vital role in Arab life. Chief among the latter is the 1,000-year-old Mosque Al-Azhar, the "Vatican" of Islam. Al-Azhar's *ulema* (priesthood) has the power to proclaim holy war.

Ruling over the Mosque as Sheik Al-Azhar is a Nasser appointee, Abdel Rahman Tag, who is roughly the pope of Islam. Last summer Sheik Al-Azhar shouldered a rifle in Cairo to encourage civilian military training. When Nasser quarreled with Iraq's Nuri es Said for joining Britain in the Baghdad Pact, the sheik found spiritual warrant to support Nasser. "Islam is not only a religion; it is also a system of law, civil and criminal and international," the sheik told me gently. "When one member of Islam acts against the welfare of all it becomes the duty of all to punish him, even a brother."

For generations Egypt has been the chief source of teachers in the schools of its less developed neighbors. Seeing the potency of this tool, Nasser has expanded it. "This year we have 3,000 teachers out of the country," I was told by Nasser's chief political adviser, Ali Sabry. "They are sent by the ministry of education. When the countries where they are sent cannot afford it, we pay them."

Long before Nasser, the Egyptian press was a potent instrument in the Arab world, and Nasser has not been loath to shape it to his purposes.

Egyptian papers are anything but reluctant to turn the rough side of a stick of type against the West. One of them scaled journalistic heights of eloquence with an editorial winding up: "That U.S.A. which looks down on humanity and was founded on racialism, that U.S.A. the owner of the Statue of Liberty—You have no place among the free, American queen of arrogance, owner of the H and A bombs."

Because the Arabs are preponderantly illiterate, a powerful source of Nasser propaganda is Cairo Radio (The Voice of the Arabs), which has never been one to use a tack hammer when a sledge hammer was handy. Its broadcasts describing Egypt's enemies resound with such epithets as "yellow-gutted cowards," "degenerate Western powers" and "pirates, thieves and murderers."

Among the newest channels of pro-Nasser influence is the Arab Trade Union Federation which was formed in Syria in March 1956. The federation ostensibly embraces the organized labor of Egypt, Syria, Lebanon, Jordan and Libya, but its headquarters is in Cairo and its secretary-general is a long-time Egyptian trade unionist named Fathi Mohammed. Asked to state the federation's accomplishments to date, Mohammed was succinct: "When we were attacked we called for blowing up the pipelines. As you know, they were blown up."

Who blew them up?

ANOTHER group which says it inspired the blowing up of the pipelines is the Arab Popular Congress, which was founded in September 1956 with the stated aims of liberating Arabs, working to federate the Arab states and helping to develop human and physical Arab resources. The congress's circuit rider, Fouad Galal, a chubby Egyptian university professor, proved both quick and eloquent in defending the essential positiveness of Arab nationalism. "In Egypt we were really intent on building up the country and were making progress when the Israelis began to attack us," he said. "Today we are in a posture of self-defense."

Another congress member, Youssef Rouissi, defined self-defense: "Well, we got the pipelines blown up." The best evidence, actually, is that the only pipeline cutting was done by the Syrian army, which blew up the same line in three different places.

While the pro-Nasser organizations eagerly compete for a chance to promote the cause of Arab unity, an older pan-Arab group which predates Nasser's rise to power has languished. The Arab League was founded in Cairo in 1945. It embraces seven charter states, Egypt, Iraq, Saudi Arabia, Syria, Lebanon, Yemen and Jordan. Libya and the Sudan have since joined.

A popular explanation of the league's failure is that it is tainted with British influence; Anthony Eden gave it Britain's blessing in a speech at Mansion House when it was being formed. A more realistic explanation is this: the league's charter binds it to the principle of unanimity and no member may be bound by a decision

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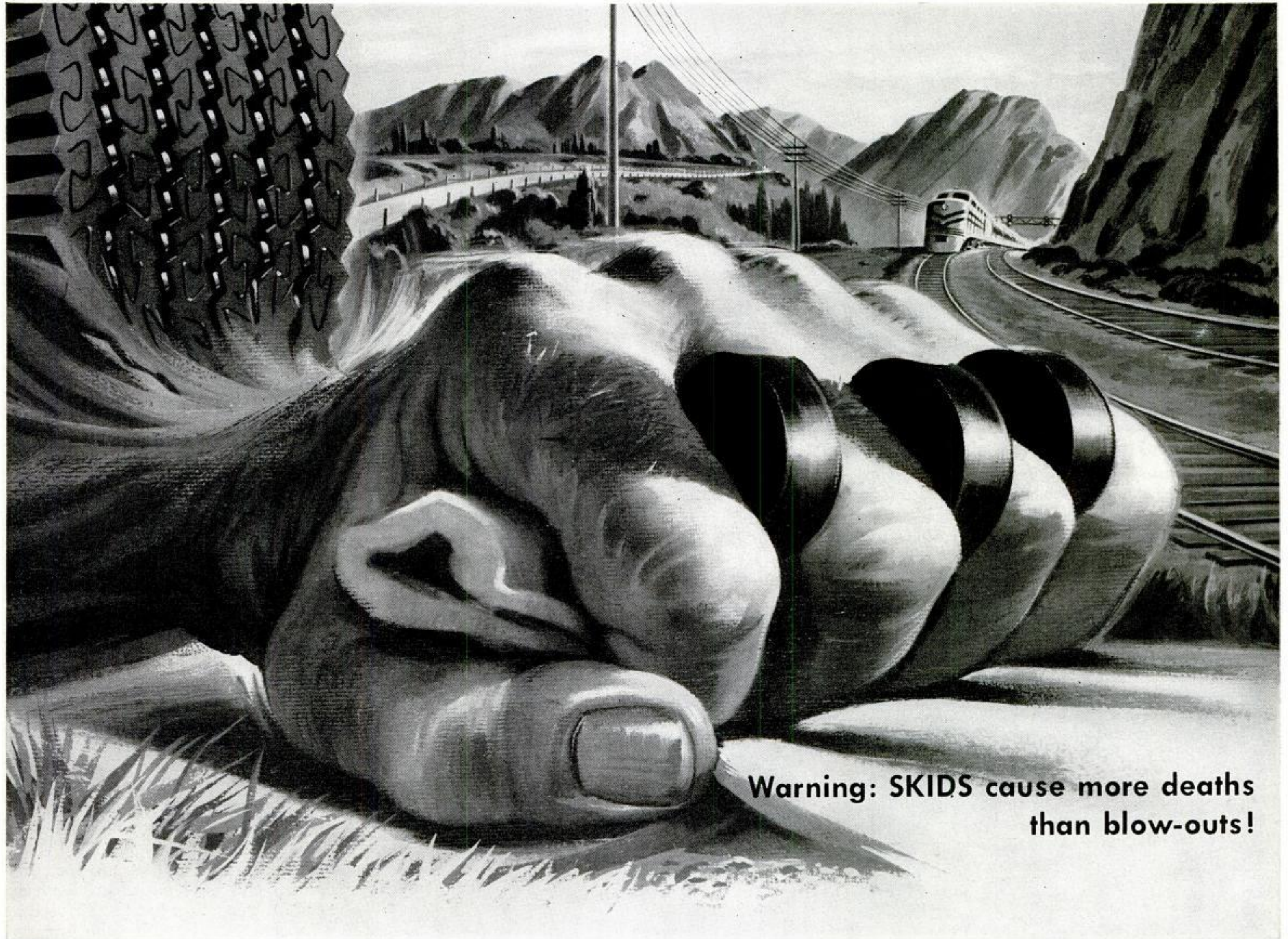
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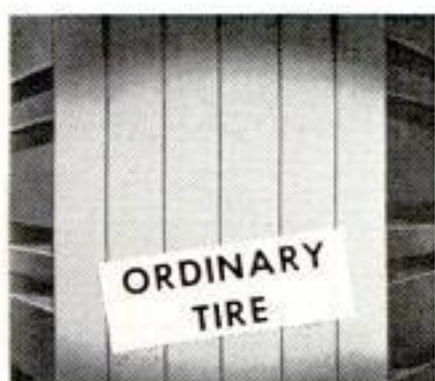
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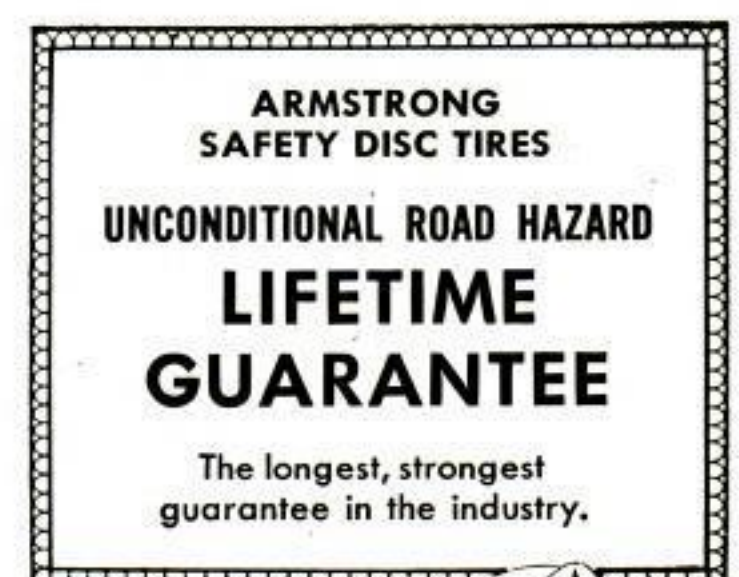
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CIVIL WAR between French and Algerian rebels threatens existing North African pro-West leaning. Above: French paratrooper fires on rebels in valley.

THE ARAB WORLD CONTINUED

unless he votes for it. In practice, positive action is limited to matters upon which all agree. Whatever the causes, the league's major achievements thus far have been limited to the boycott of Israel and some progress toward removing immigration barriers and reducing customs duties among the member states.

Last November the Arab League states met in a "Summit Conference" in Beirut to decide how to support their beleaguered sister Egypt. One day a Lebanese conferee came wearily out of the hall where three kings, a crown prince, two presidents, a prime minister and two ambassadors were foregathered.

"There will be no public agreement out of this," he sighed, "only private disagreements. Egypt wants everybody to cut relations with Britain and France. Syria and Saudi Arabia are all for that. Jordan has already kicked the French out, but they live on a British subsidy and don't want to cut loose until they know what will happen to that. Iraq doesn't mind tossing out the French, but they're in the Baghdad Pact with the British and refuse to split with them. Yemen doesn't care either way and doesn't count anyhow. The Sudan has French colonies jammed up against them on one side and British on the other and they're afraid to get tough with anybody. Libya is in almost the same spot, only worse because they have a British base inside the country. And Lebanon is holding out for peace as usual, saying if we cut diplomatic relations, who the hell will we talk to?"

The frustrations encountered by the Arab League dramatize some of the deep-lying weaknesses and divisive forces which have so often splintered and blunted Arab effectiveness. For opposed to the forces which encourage Arabs to play a part in "the Arab nation" are traditional feuds and jealousies, regional and local rivalries and the mutual hostility of national leaders, which just as powerfully drive them apart.

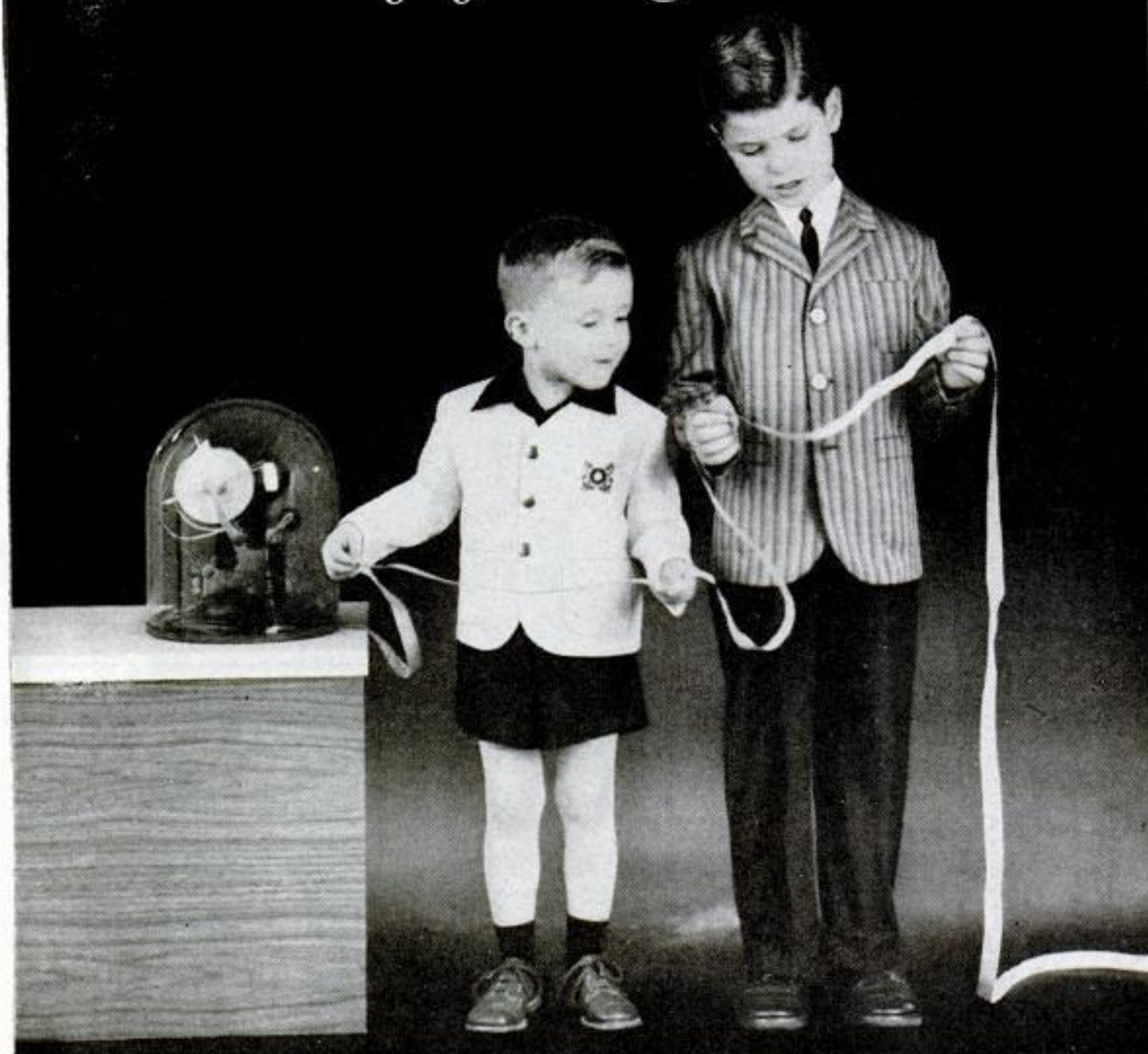
The most obvious division is geographical. The Arab world breaks down at first glance into two vast wings, one spread west and one east from Cairo. The western wing is North Africa (the Maghreb) and comprises, in order outward, the kingdom of Libya, the one-party government of Tunisia, the French domain of Algeria and the monarchy of Morocco. The eastern is more complex, both geographically and otherwise. It comprises the Arab peninsula—Saudi Arabia, Kuwait, Yemen, the British colony of Aden—assorted sheikdoms and sultanates, and the Fertile Crescent which contains Lebanon, Jordan, Syria, Iraq—and Israel.

Despite the current Algerian revolt, the Maghreb (the western wing), seems inherently predisposed toward the West, partly because it has long been exposed to Western techniques by the easy traffic across the Mediterranean from Spain, Italy and France. But there is another element which an American diplomat, who knows the Arab world both east and west, explains in these words:

"The North Africans are a special kettle of fish," he told me. "The Ottomans never did have a very strong hold on them and they were never subjected to much European pressure until the French came. They don't suffer from a sense of inferiority. They

CONTINUED

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


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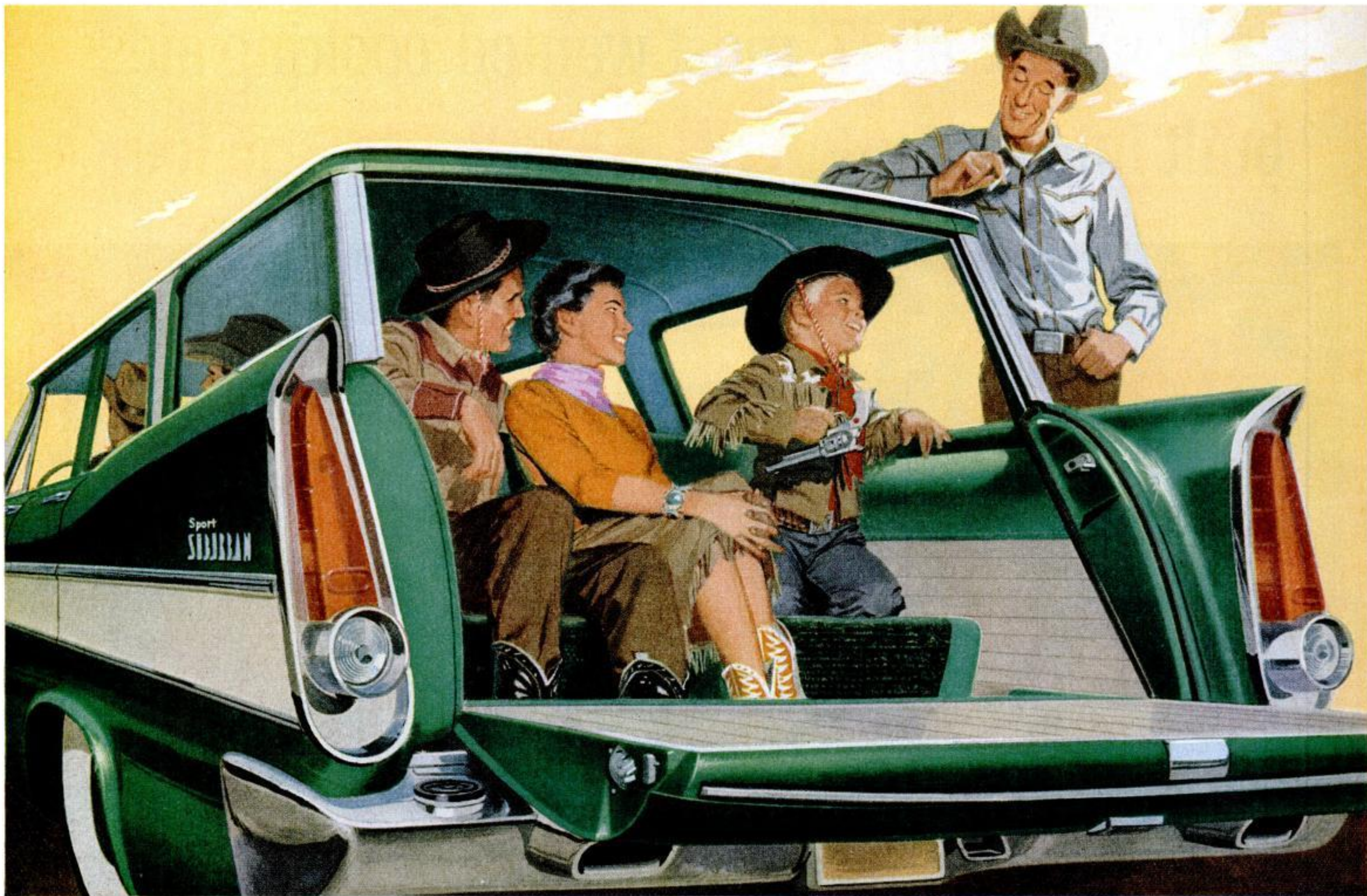


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THE ARAB WORLD CONTINUED

know what they want, and they are businesslike in going after it." It is perhaps not surprising that President Eisenhower's Mideast doctrine found its earliest and most ardent Arab champion in a North African leader, Prime Minister Habib Bourguiba of Tunisia.

Bourguiba's policy in newly independent Tunisia is openly, even blatantly, pro-Western. "We are the Occident of the Arab world," he told me. "Our war against France was not a war of race or people but a war to force the French to respect our beliefs and rights."

Recently Bourguiba signed up Libya, an Arab League member, in a treaty of friendship and cooperation—an act automatically offensive to Nasser's sense of Arab unity. "This," Bourguiba announced, "is the beginning of a Maghreb Union linked to the West." The Tunisian leader does not believe that this will lead to trouble with Nasser. "We believe in Arab solidarity. We stand with Nasser on the questions of the canal and Israel. But we must think of our own basic interests."

Bourguiba's neighbor, Libya's portly, Egyptian-reared Prime Minister Mustafa Ben Halim, is similarly indisposed to worry.

"We make our own policy and take directions from nobody," he said. "We take a pro-Western view—but this does not mean that we have no issues with the West. As for Nasser, one must go to the roots of the trouble. You in the West brought us colonialism and you brought us Israel. These have produced cycles of disaster, especially with Nasser."

In Morocco, at the far western end of the Maghreb, there is likewise a genuine, though by no means unreserved, disposition to go along with the West and not with Nasser. At the time of my visit, Morocco's spiritual and temporal ruler, the Sultan Ben Youssef, who had once been a victim of French exile, was away in France demonstrating his pro-Western sentiments in a state visit. The sultan's minister of national economy, Abderrahim Bouabid, voiced Morocco's careful attitude. "We are free now, but we still have things to settle with the French and with the West. There is the canal about which we stand with Nasser; there is Israel about which we feel powerfully. Most of all there is the question of freedom for Algeria."

Every Arab state without exception supports the Algerian rebel cause—in the United Nations, in political maneuvering, in harboring fugitive rebels, in propaganda and on the battlefield. The Arabs refuse to acknowledge France's claim that Algeria, which she annexed in 1830, is an integral part of metropolitan France, and they show no patience with her proposals to make that special status compatible with the aspirations of Algeria's Arab population. Thus Algeria remains a corrosive war and the one big issue that could wipe out the pro-Western feeling of the Arab world's western wing.

The peninsula and the crescent

THE Arab world's eastern wing can roughly be divided into two regions: the Arabian Peninsula, which contains the bulk of the oil, and the Fertile Crescent, which produces some oil and carries the pipelines. The Fertile Crescent also encloses Israel. The peninsula and the crescent together spawned the pan-Arab movement during World War I and together they are responsible for its development into modern Arab nationalism. Despite this bond they are rent by dynastic, political and other rivalries so inbred that, like family quarrels, they form a private tie of their own.

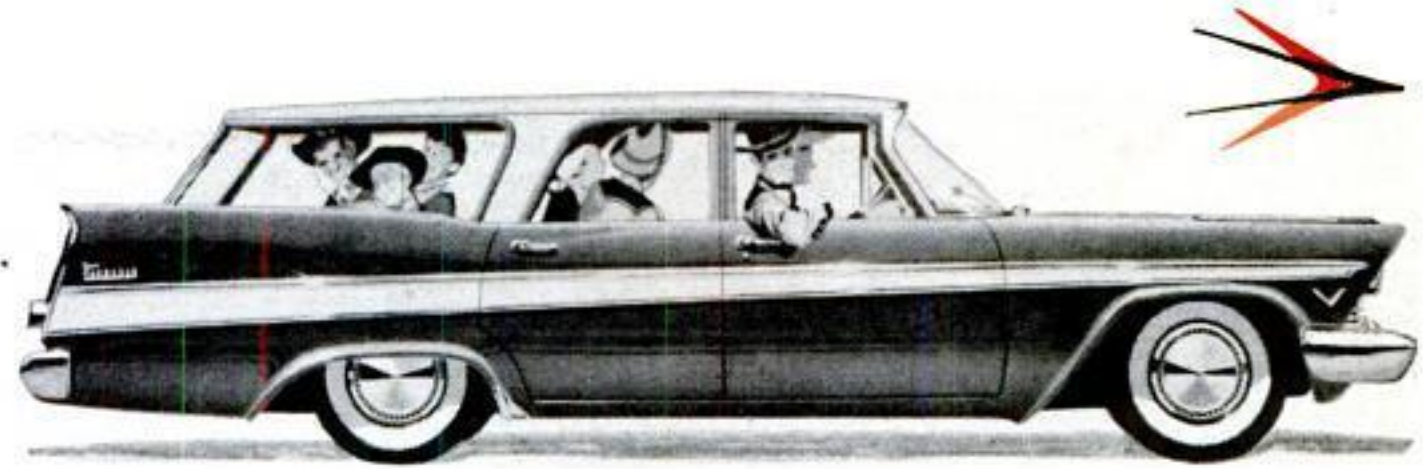
In Lebanon, for example, a tiny state with fewer than 1.5 million inhabitants, a chronic contest goes on between its Christians and Moslems. Nobody knows for sure how many each religion has because independent Lebanon has never taken a census, fearing this might destroy the accepted fiction that it is exactly half Christian and half Moslem. This polite fairy tale has produced a tradition whereby the president is always a Christian and the prime minister always a Moslem.

In this delicate balance, Lebanese Christians have always feared being swallowed up in a Moslem sea. No one in the Arab world takes a harsher view of Nasser or Arab unity. "Nasser is a danger to us all," one highly placed Lebanese told me. "What right has this man to involve so many other countries in his personal ambitions for Egypt?"

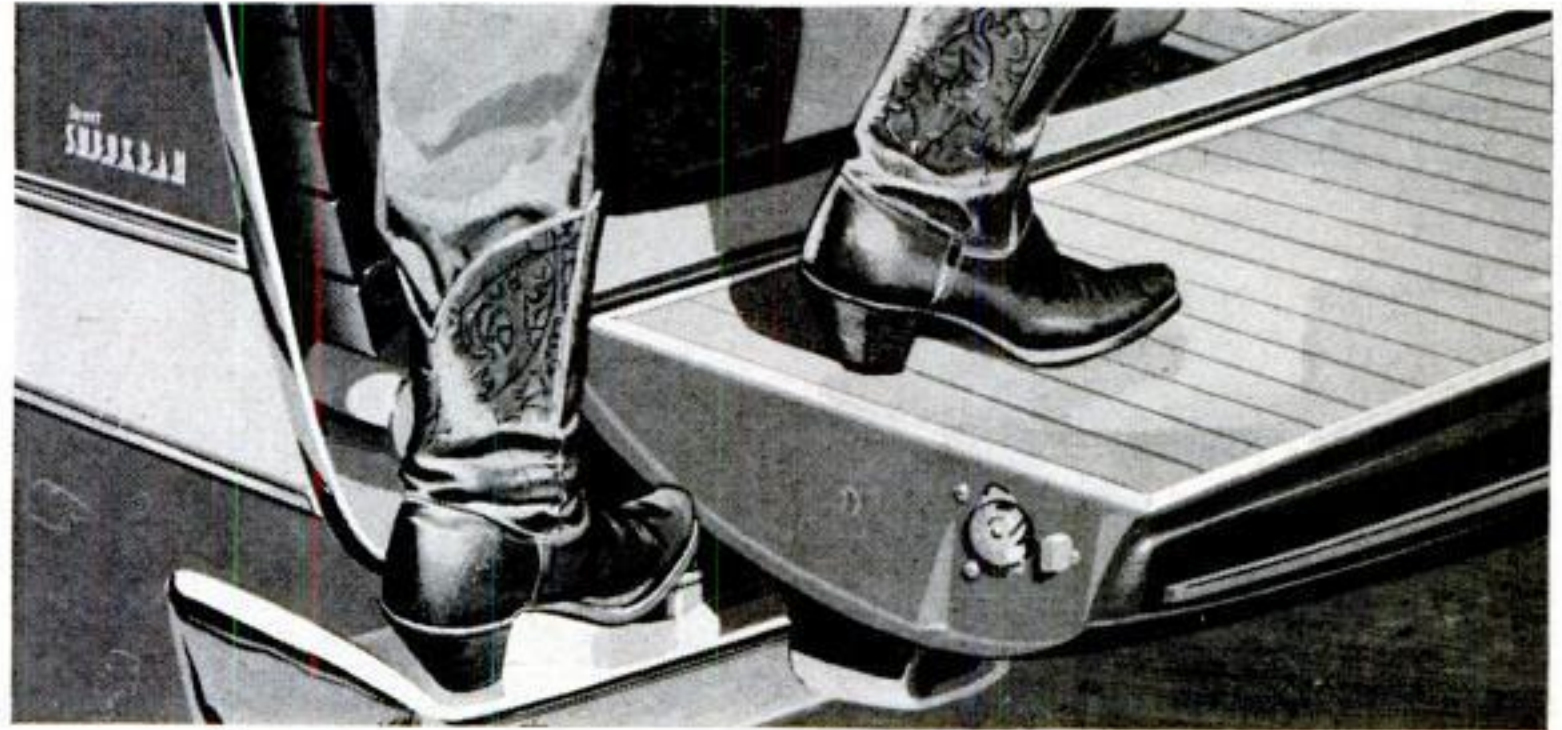
"Arab nationalism should find its roots in principles," said another Lebanese. "The trouble with Nasser is that he has personalized nationalism."

But even the Christian Lebanese feel they are a part of the Arab world. "The idea of Arab nationalism is very old and its first champions were Christian Arabs here in Lebanon," said Dr. Nabih Faris, head of the history department at the American University at Beirut. "Now the idea has more devotees among educated youth

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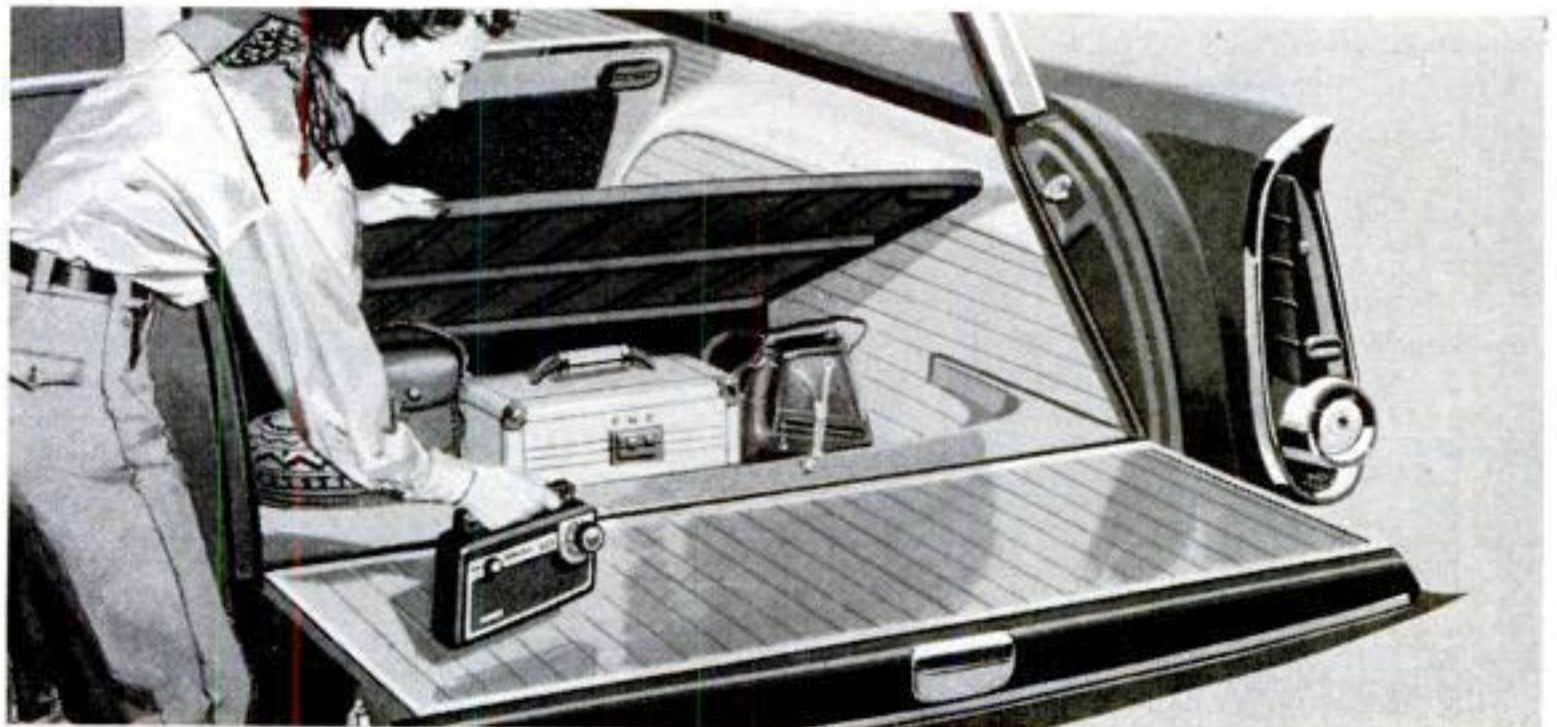
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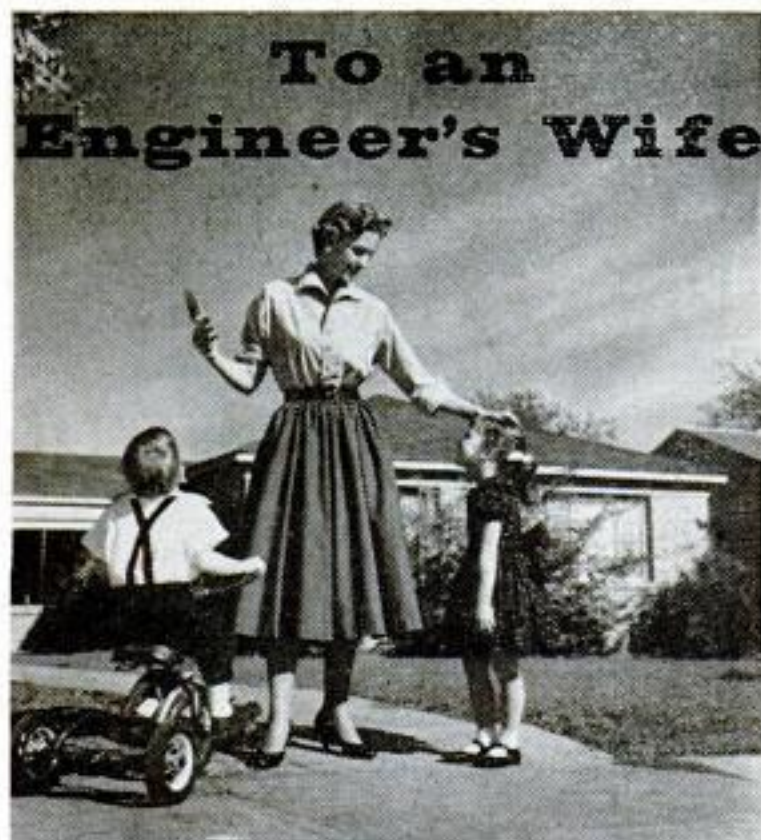
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FORMER ASSOCIATES, Jordan's King Hussein (left) and British officer John Bagot Glubb, who headed Arab Legion, were closely associated until 1956 when Hussein dismissed Glubb in first of series of anti-British moves.

THE ARAB WORLD CONTINUED

than ever before. Their common denominator is the restoration of Arab glory—but on whose terms nobody knows."

One of the deepest cleavages to run through the eastern wing of the Arab world has until recently been the family feud between the Hashemites and the House of Saud. The quarrel began after World War I when the Hashemite Sharif Hussein, having earlier proclaimed himself King of the Arabs, also assumed the title of Caliph of Islam. This self-aggrandizement offended a doughty upland warrior, Abdul Aziz Ibn Saud, who was then consolidating his leadership of the Wahhabi, an intolerant sect of Islamic reformers deep in the desert. In 1924 Ibn Saud routed the Hashemites from the peninsula and in 1926 established the kingdom of Saudi Arabia. Meanwhile the British had set up two of Hussein's sons, Abdullah and Faisal I, as monarchs of two tailormade Fertile Crescent kingdoms, Jordan and Iraq. The resulting feud between the Hashemites and the Saudis, setting one house against the other with intrigue and bribery, endured for a quarter century.

Hussein died in 1930 and Ibn Saud in 1953. Both Faisal and Abdullah are departed, and their 22-year-old grandsons, Hussein and Faisal II, now sit on the thrones of Jordan and Iraq. Ibn Saud's eldest surviving son, 55-year-old King Saud I, now rules Saudi Arabia. Desert feuds are durable, but this one may finally be as dead as its progenitors. The two youngsters recently encountered Saud in Beirut and addressed him affectionately as "Father."

A rapprochement has been hastened by the crises of recent months. With the attack on Egypt, Saudi Arabia's oil production fell off 30% and Iraq's 75%. In February America witnessed a rare phenomenon, an Arab king of the House of Saud and an Arab crown prince of the House of Hashemite, King Faisal's uncle Abdullilah, in simultaneous and comradely visits of state to Washington to try to iron out differences with the West and thereby restore the flow of oil.

Saud's reconciliation with the other incumbent Hashemite, Hussein of Jordan, began earlier. Jordan has always been terribly poor. From its start in 1921 it lived on a British subsidy in return for which the British got command of its army, control of its government and a strategic base of operations in the Middle East.

This English enclave was always a source of irritation and distrust to the surrounding Arab states. Their suspicions were confirmed in 1948 when the English-officered Jordan Arab Legion, allegedly the finest fighting force in the Arab world, failed to fight very much against the Israelis. All Arabs suspected that King Abdullah, with British connivance, was planning to take over such remnants of Palestine as the Israelis did not, which indeed was just what happened.

Jordan ejects the British

FOR several years Saud and Nasser had urged Hussein to get rid of the British. The break finally began in late autumn of 1955 when Britain tried to dragoon Jordan into the Western-sponsored Baghdad Pact. Severe rioting broke out and young Hussein, hitherto chiefly noted for his addiction to airplanes and fast cars, suddenly became a national hero by expelling General John Bagot Glubb, the Legion's British boss. Two months ago,

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BAGHDAD PACT ISSUE arouses the Arabs because the pact is sponsored by the West and links an Arab state with a Western power. Here, Iraq's Premier Nuri es Said (left) confers at a pact members' meeting with Britain's Harold Macmillan (center) and U.S. ambassador to Iraq, Waldemar Gellman.

THE ARAB WORLD CONTINUED

while Saud was en route to visit Eisenhower, he stopped off in Cairo and joined Egypt and Syria in a treaty to replace Jordan's \$33 million British subsidy with Arab gold. Jordan has now broken all connection with England.

The deepest antagonism in the eastern wing today is between Iraq and Egypt. This began in the autumn of 1954, shortly after the British reluctantly consented to pull out of the Suez Canal. Nasser immediately began work on his old dream of "organizing defense of the Arab world from within." But Iraq's prime minister, Nuri es Said, was already engaged in negotiations of his own and soon committed the unforgivable—to Nasser—sin of taking Iraq into the Baghdad Pact with Pakistan, Iran, Turkey and, worst of all, Britain.

"I knew he was going to do it. But it is a mistake, a great mistake. I warned him," Nasser glumly told this writer who happened to be with him the day the pact was announced. Nasser complains that the pact has allied an Arab state with a former colonial power, Turkey, and a present one, Britain. It has forged links, he claims, between Iraq and an Arab enemy (Israel) through the latter's economic association with Turkey. Worse yet, it has tied the other Arab states, signatories to the Arab League's collective security pact, to the British-sponsored Baghdad Pact through Iraq's membership in both.

The attack on Egypt even stimulated distaste for the Baghdad Pact at home in Iraq and produced antipact riots in four Iraq cities. Nuri, who has been thriving on opposition for 40 years, took the storm in stride and looked to greater U.S. participation in the affairs of the Middle East.

"The British have destroyed their own prestige," he told me airily. "The result is a vacuum; unless the United States fills it the Russians will fill it." Members of Nuri's cabinet echoed his sentiments urging the U.S. to join the Baghdad Pact, but elsewhere I heard nothing but denunciation of the alliance. Mohammed Rida al-Shibibi, a senator, was typical: "The Baghdad Pact split the Arabs and isolated Iraq from the Arab world. This pact has done nothing but serve Britain's tricks."

Of all the eastern Arab states the one that should be least susceptible to the pull and haul of internal Arab stresses is Syria. It is a republic and thus immune to the dynastic forces of Saudis or Hashemites. It is mainly Moslem and thus free from the religious quandary of neighboring Lebanon. It has no developed oil but has a generally viable economy largely immune to regional influences.

But somehow Syria has proved the least stable of all. Four times in its scant 10 years of independence it has been upset by military coups or counter coups. Its greatest weakness is a neurotic fear of its neighbors. It has long been terrorized by the expansionist schemes of certain leaders in Iraq on the east and Jordan on the south. It lives in dread of Turkey, which it holds guilty of stealing the northern province of Alexandretta and which it suspects of steady intention to grab more. For the last nine years it has

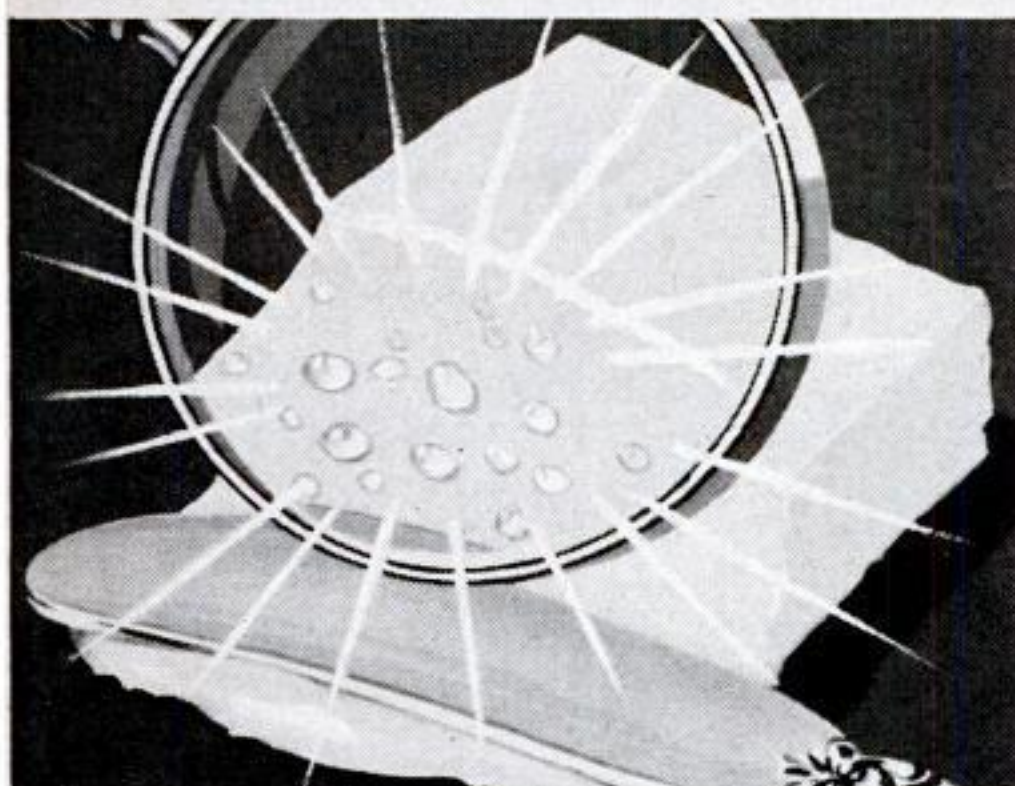
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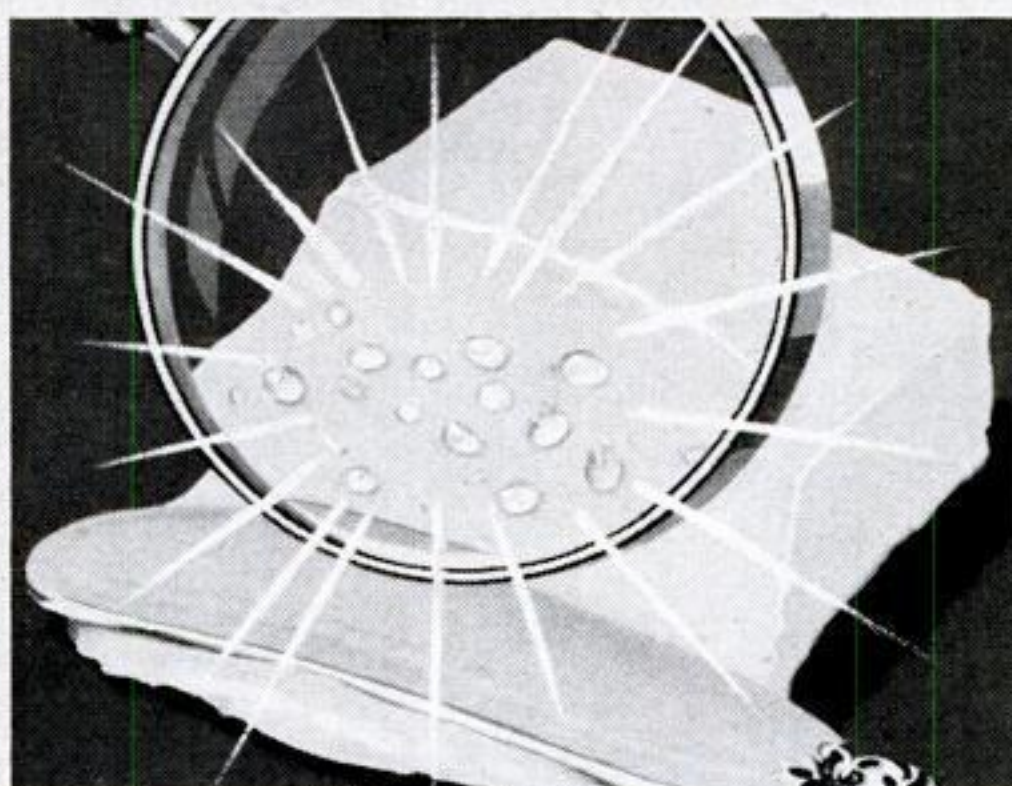
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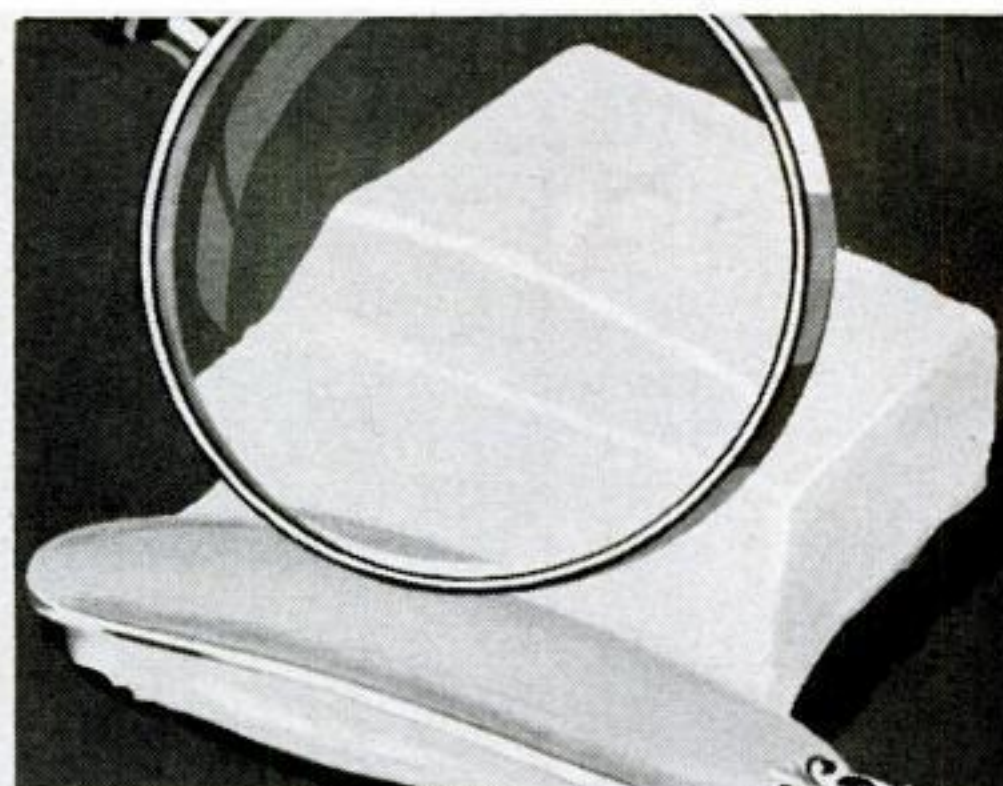
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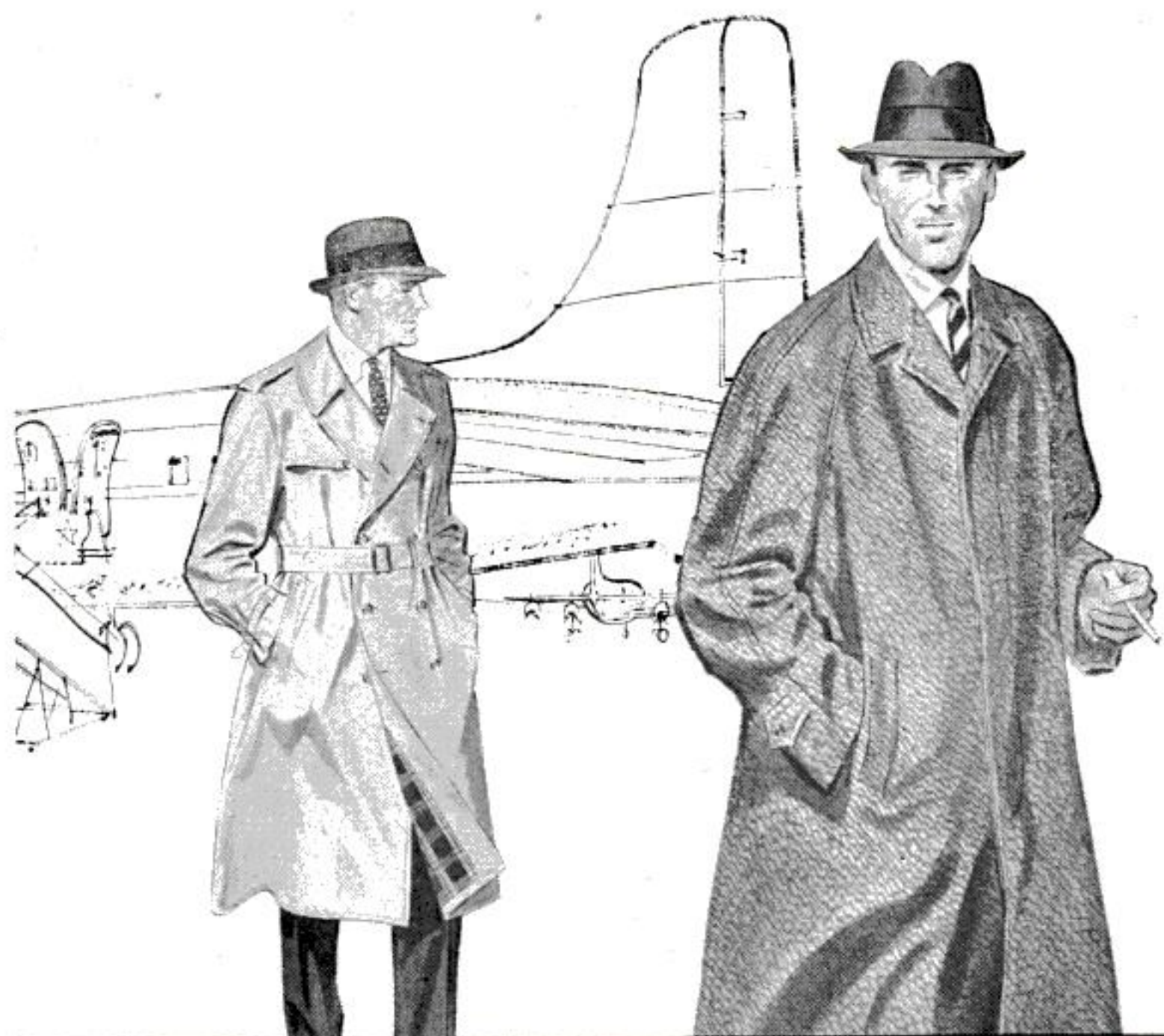


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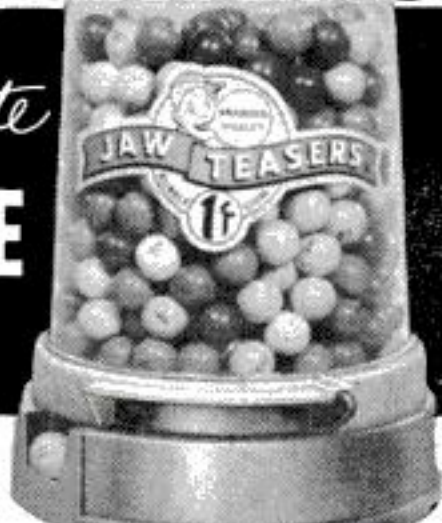


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THE ARAB WORLD CONTINUED

stared warily across the Jordan, certain that sooner or later Israel will decide to expand at Syria's expense.

President Kuwatly said to me, "We don't like interference, imperialism or Zionism. We want to be left alone."

Political and traditional factionalism are not the only forces impeding unified Arab action. Almost as great obstacles are the Arab temperament and inclination to live in the past.

To outsiders it often seems that Arabs possess an appalling talent for endless disputation and an amazing disposition to let things said stand for things done. Many Arabs admit it.

"It is characteristic of the Arab mind to be swayed more by words than by ideas, and more by ideas than by facts," says Arab Writer Edward Atiyah. "Transcendental principles, especially when put into resonant speech, seem to the Arabs to have a power capable of conquering the greatest practical realities. Nowhere was this weakness more glaringly demonstrated than in the Arabs' attitude toward the Palestine question; so imbued were they with the justice of their cause in that conflict that they were unable to assess the power of the forces arrayed against them and would never admit to themselves the possibility of defeat."

In the same way the Arabs themselves have blocked most efforts to resettle the Palestine refugees. The writer remembers calling on the Haj Amin Husseini, onetime Grand Mufti of Jerusalem, to ask about his attitude toward the TVA-type plan for developing the Jordan River, then (1955) in an illusory stage of hopefulness. "It makes no difference that the plan would deliver 60% of the water to Arabs and 40% to the Jews," he said flatly. "So long as even one gallon of Arab water goes to the Jews I am against it." To a Westerner this attitude seems suicidal. Its explanation lies partly in the soul-deep suspicion of Western motives which led the Arabs to regard the plan's sponsor, Eric Johnston, as "the Zionist ambassador from Hollywood" but also in some inherent incapacity to compromise with harsh reality.

Feudalism, illiteracy and corruption

THE lack of progress is evident everywhere in the Arab world: polygamy, though the practice is vanishing; tribal feudalism, especially in Iraq, where a few powerful landlords still control much of the acreage and hold the tillers of the soil in virtual serfdom; widespread illiteracy; corruption and venality in office; the vestiges of slavery; and a vast gap between the haves and the have-nots—visible nowhere more conspicuously than in Saudi Arabia. To a large extent these conditions may be explained by the time-lag in the Arabs' emergence from their dark ages, but the fact remains that their society is basically a feudal one.

Thus a report on the Arab world viewed at firsthand must summarize it as a region living in the past, a world beset by cleavages—dynastic, political and even religious—that cut it up in many ways. These divisions go so deep that the observer despairs of the Arabs ever acting collectively or effectively and wonders how they dare call themselves a "world" or a "nation" at all.

But these sprawling millions are united in a nationalistic fervor, a special-kind of patriotism for *al Umma al Arabiah*. That this consciousness of nationhood is only an idea and not a tangible fact does not destroy its reality. Springing from 80 million souls, it generates an awesome power which, unfortunately, history and temperament have made *against* rather than *for* something. When and if the Arabs reverse their ingrained habit of negation Arab nationalism will be able to play a constructive role in the Middle East. But until then there is a great danger for the Arabs as well as for the West in their unstable suspension between the forces which make for unity and those which drive it toward fragmentation. The danger is coming to reality today as an alien force, Communism, pushes its way into this confusion of values.

**NEXT WEEK: HOW RUSSIA
WOOS THE AMBITIOUS ARABS
WITH WORDS AND WEAPONS—
AND WHAT U.S. CAN DO ABOUT IT**

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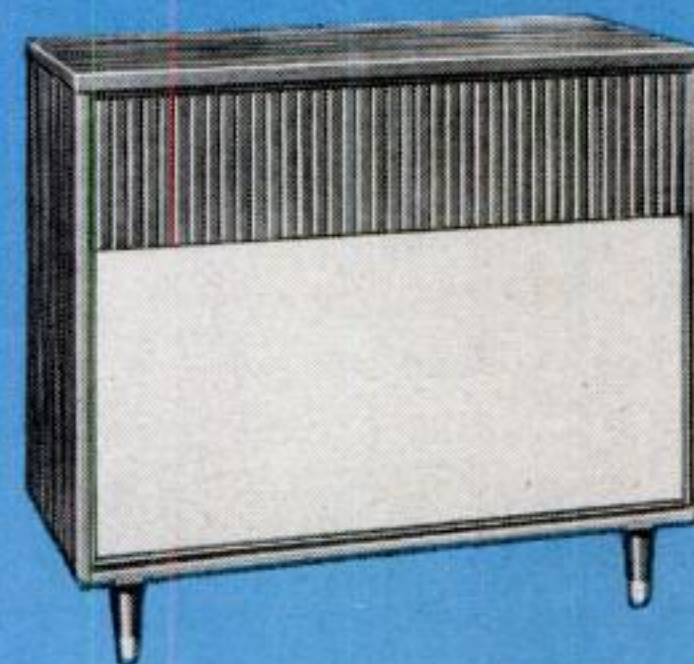
Webcor Fonographs and Tape Recorders are available in many beautifully designed models. Fonographs from \$29.95*. Tape recorders from \$149.95*. See them at your dealers soon.

A **Ravinia**. High Fidelity with "Magic Mind". Four speeds. One 12", one 6", one 3 $\frac{1}{2}$ " speaker. 5-tube amplifier (including rectifier), with 18 watts of peak power. Frequency range 50-15,000 cycles. Mahogany \$229.95*. Limed Oak or Cherry \$239.95*.

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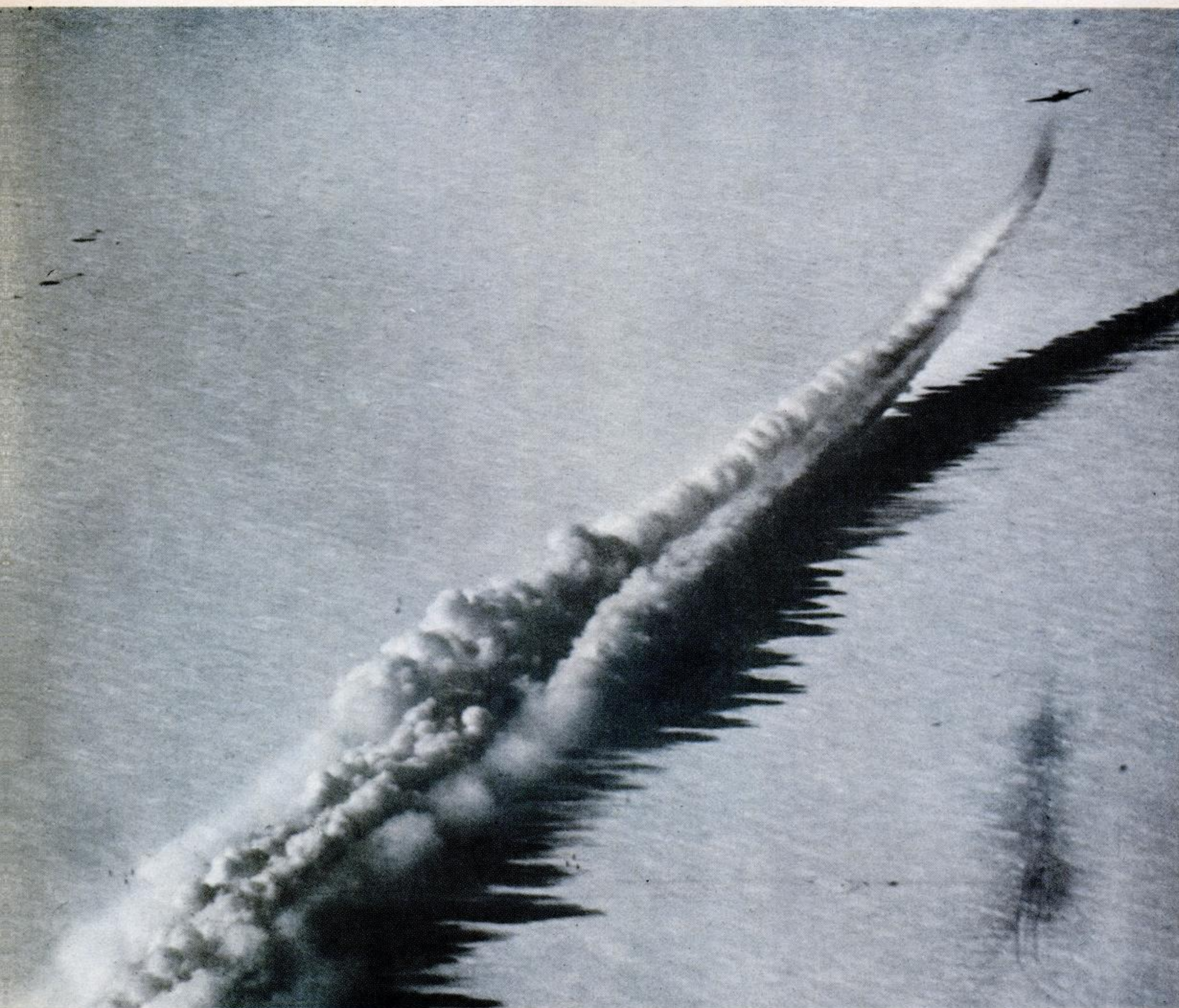
C



B



*Prices slightly higher West and Southwest.



IN POLAR TAKE-OFF jet-assisted plane blows trail of snow and vapor as it leaves the geographic South Pole and heads for McMurdo Sound on Antarctica's

coast. The dots in left foreground, along the path of plane, are watching group of men. At the top left are flattened parachutes in which equipment was dropped.

THE U.S. ANTARCTIC TEAM HOLED UP AT THE POLE

Through the almost endless glaring day of polar summer, the roar of aircraft punctuated the numbing Antarctic air, and thickly bundled men bustled about in the snow doing a unique and hazardous job: the building of an American base at the South Pole. This polar operation, which is the most exacting part of the U.S. program for the International Geophysical Year, 1957-58, in which scientists of 55 nations are taking part, is the final phase in a series of preparations that have been going on in the Antarctic since 1954.

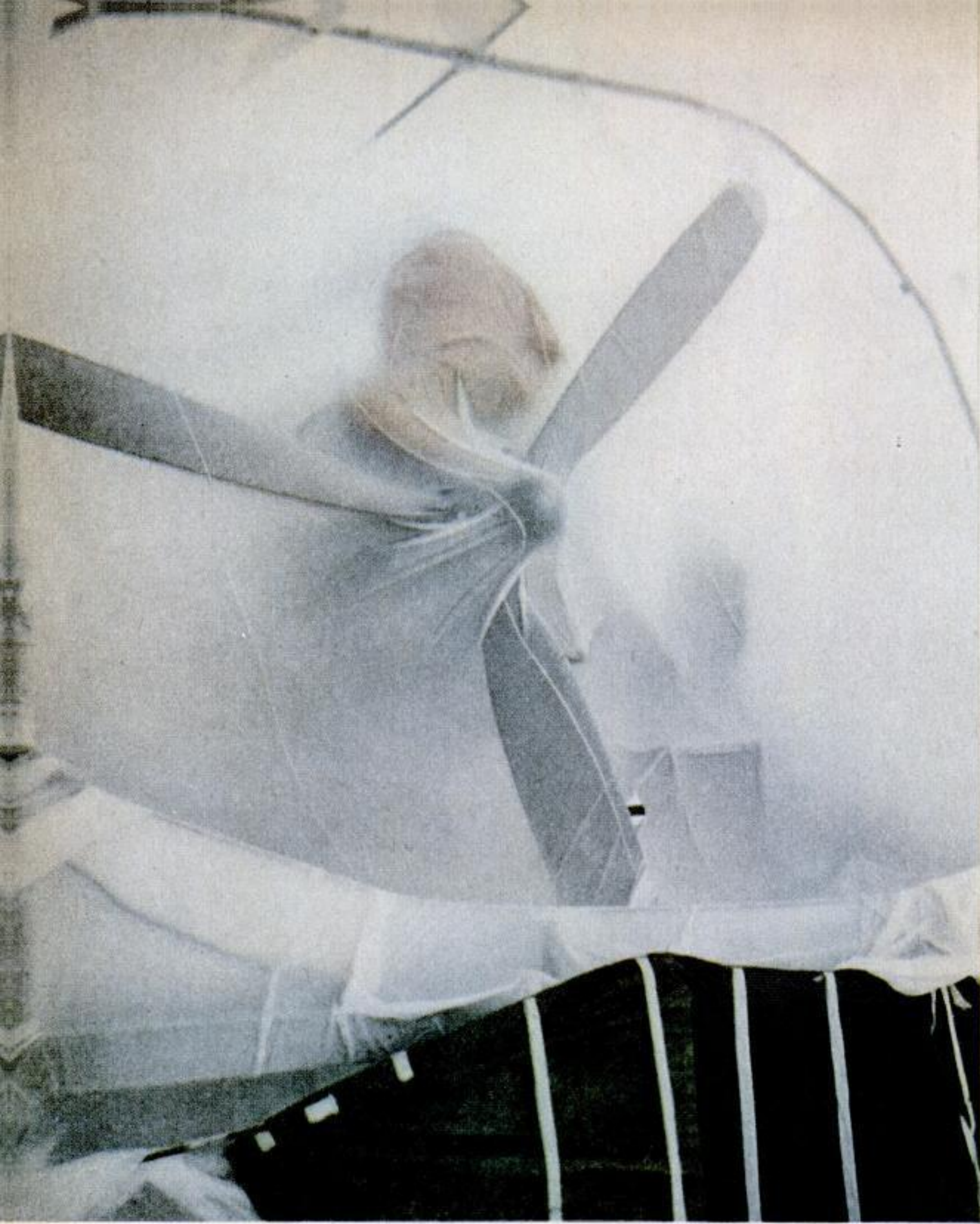
Last year, in Operation Deepfreeze I (LIFE, April 2, 1956), advance supply depots and a landing strip for the air strike against the pole

were set up at bases on McMurdo Sound. This year a force of 3,526 servicemen and civilians, manning 27 planes, 11 helicopters and 12 ships, returned to the small group which had remained there through the winter to build more bases from which widely varied scientific data will be gathered. With the expedition was LIFE Photographer Albert Fenn who took most of the pictures on these pages.

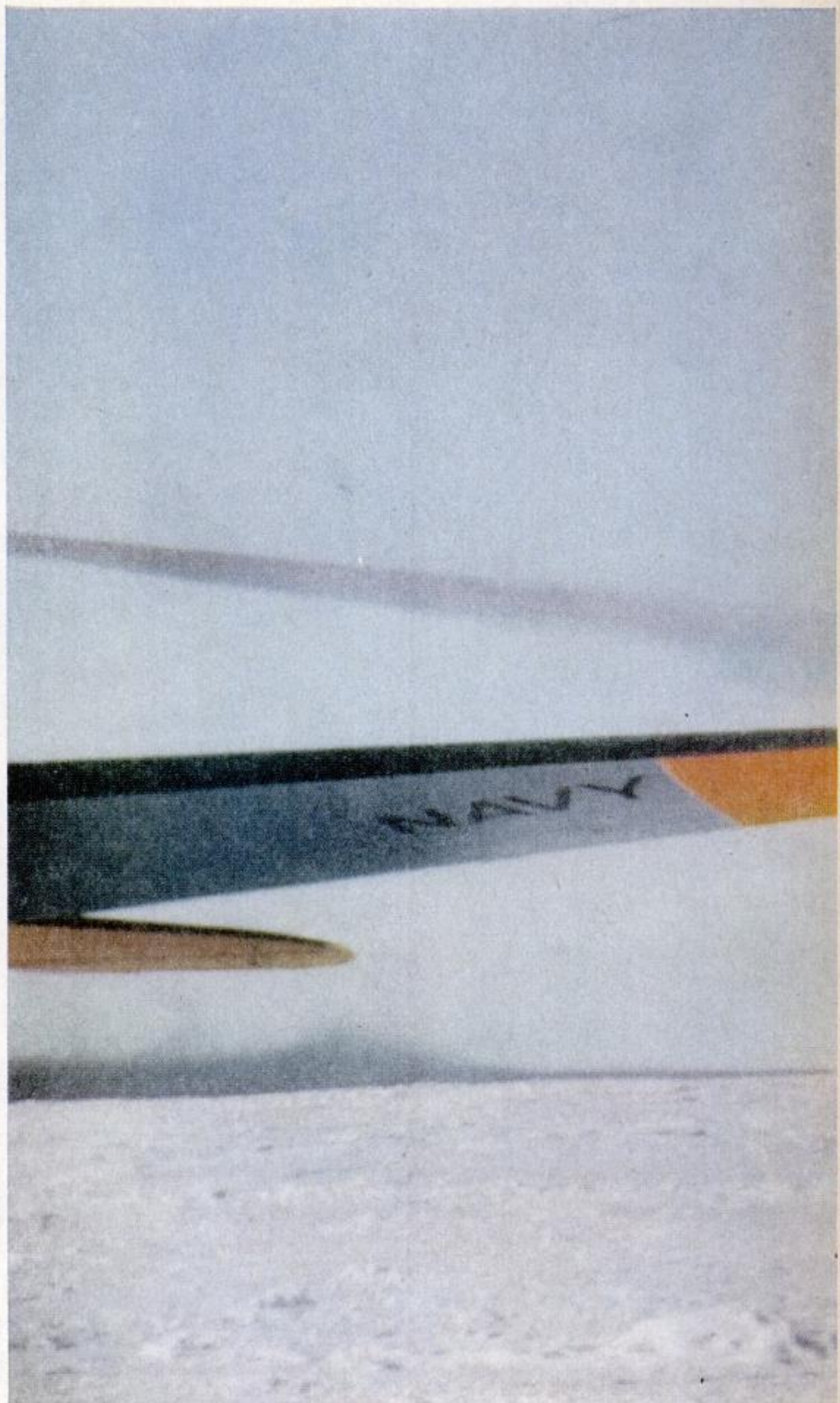
Climax of the work, completed just before Antarctic autumn set in, was the establishment of the Amundsen-Scott base at the exact South Pole (*opposite*), a place no man had been since Robert Scott, who died on the return, and Roald Amundsen traveled there over the ice in 1911-12.

AT THE SOUTH POLE top station scientist Dr. Paul Siple looks up at bamboo stake autographed by advance party. Globe at top is weather data instrument. →





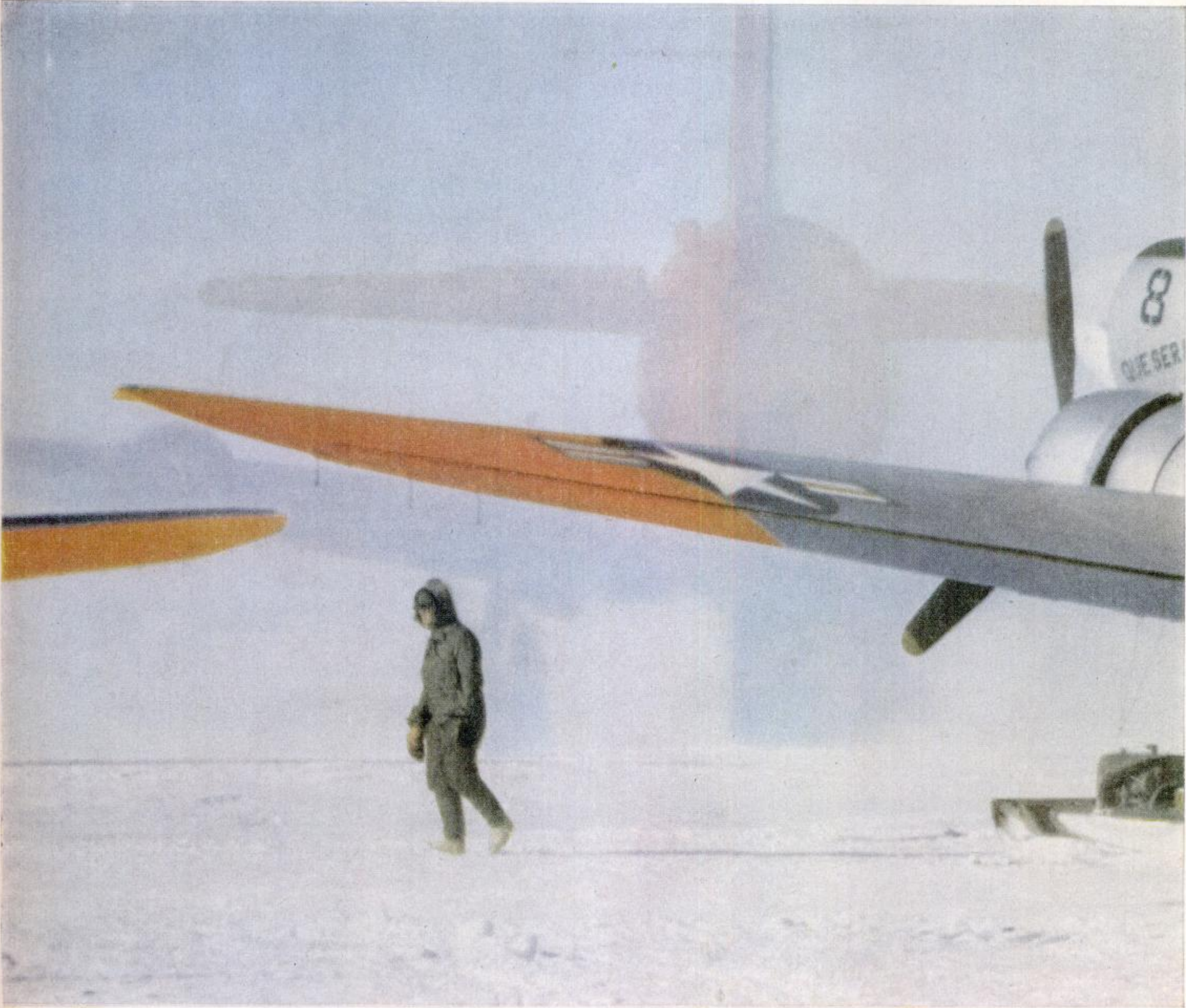
UNDER A HEATED PLASTIC CANOPY A MECHANIC WORKS OVER A PROPELLER
TWO ICEBOUND TANKERS ARE USED AS STORAGE DEPOTS FOR GASOLINE



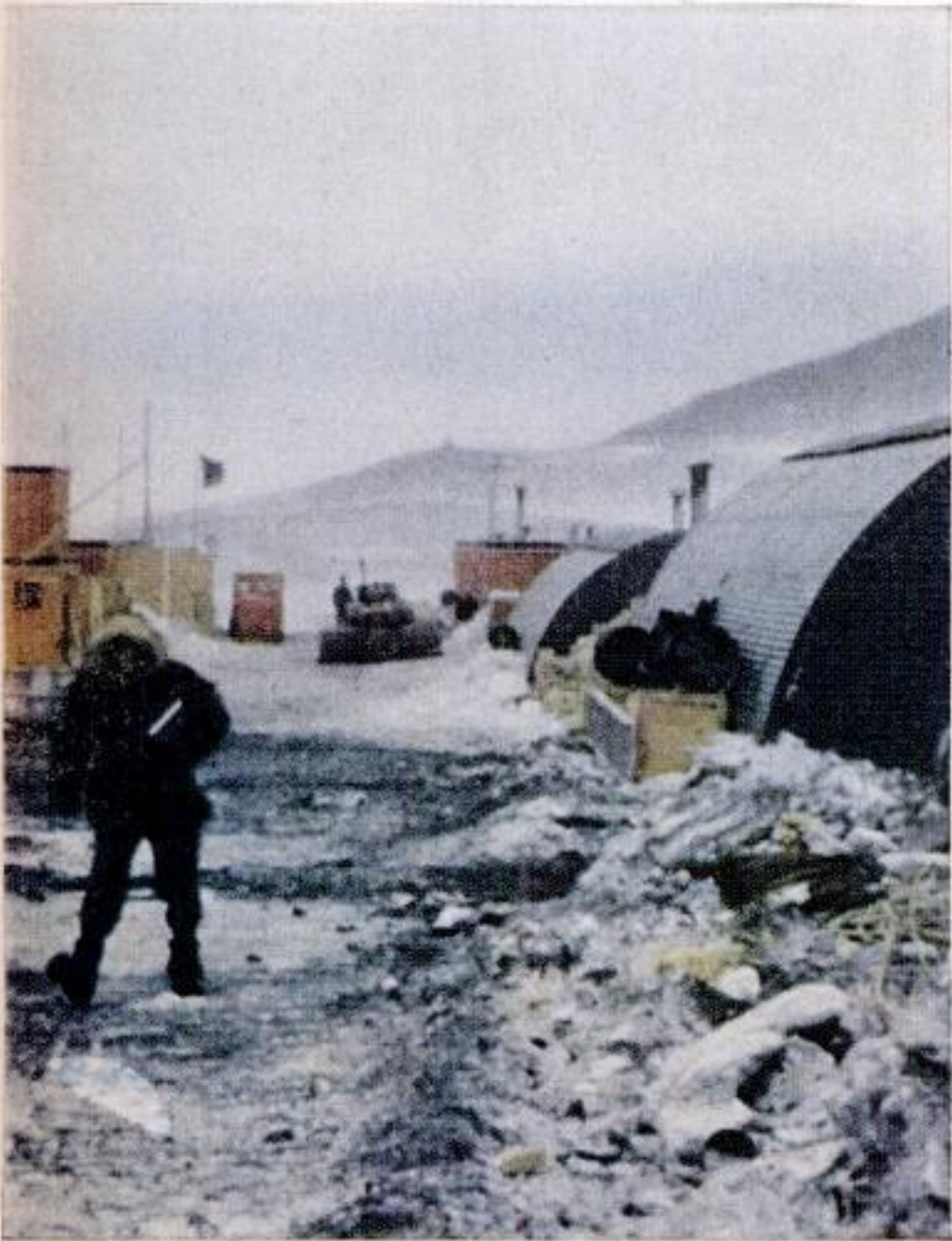
AT McMURDO, A MECHANIC BEATS HIS WAY TOWARD A TRANSPORT PLANE



MAIN STREET AT McMURDO IS LINED WITH QUONSETS FOR TEMPORARY MEN,



WHOSE PROPELLERS HAD WHIPPED UP BRIEF SNOWSTORM WARMING UP FOR POLAR AIRDROP. IN BACKGROUND IS A BIG GLOBEMASTER WHICH WILL GO ALONG



SQUARE PREFAB HOUSES FOR PERMANENT CREW



HELICOPTER, PAINTED RED FOR VISIBILITY, FOLLOWS TRACTORS LEAVING LITTLE AMERICA FOR NEW BASE

CONTINUED



REFUELING AT MIDNIGHT, an Air Force Globemaster prepares to fly back to New Zealand base for more men and equipment. The midnight sun, overhead

since late September, here lights Mount Erebus, Antarctica's only active volcano, and enables the planes to fly around the clock whenever the weather is good.



REAR ADMIRAL GEORGE DUFEK, HEAD OF OPERATIONS DEEPFREEZE, TALKS TO MEN BEFORE START OF TRACTOR TRIP FROM LITTLE AMERICA V TO BYRD STATION

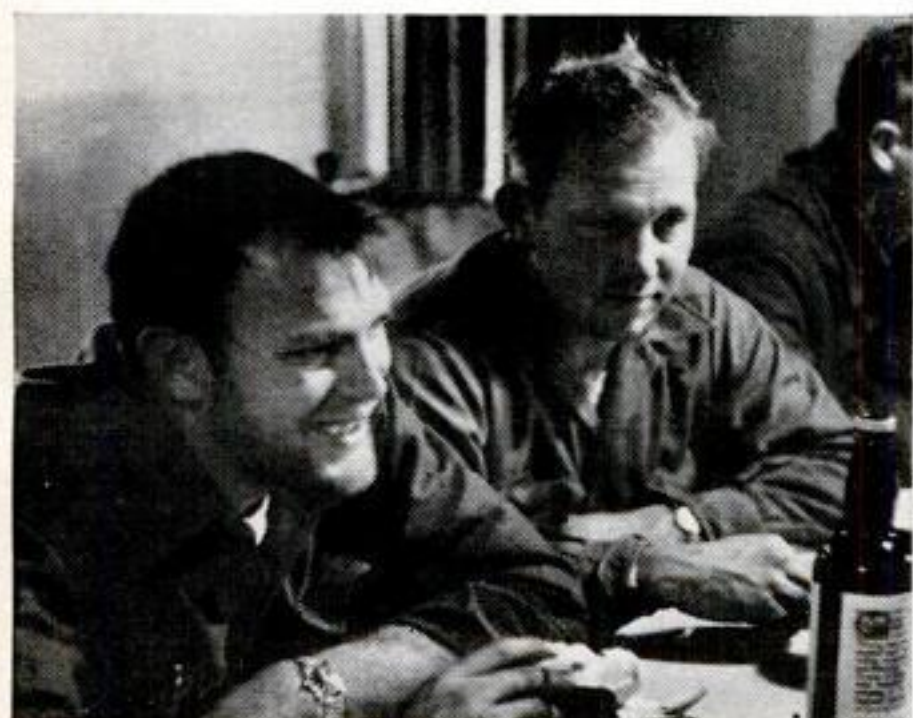
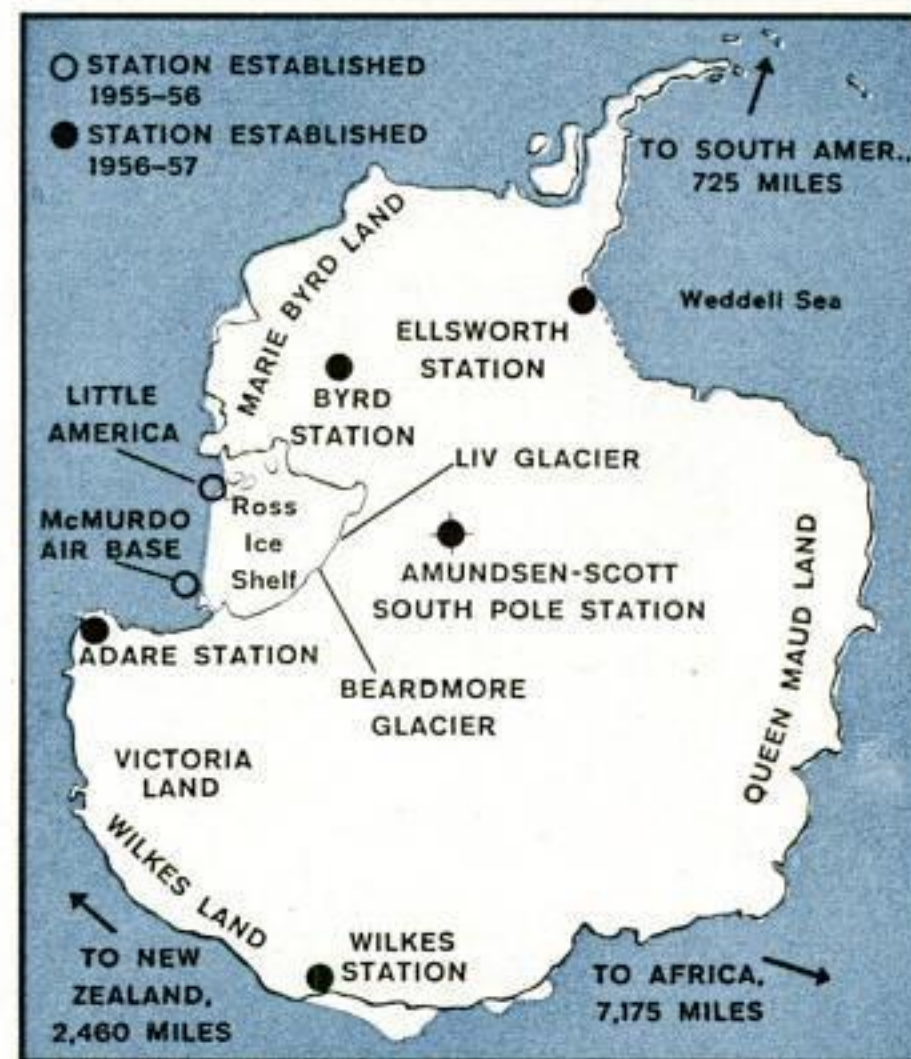
MEN WHO LANDED AT THE POLE

In this year's preparation for the Geophysical Year, five stations were added by America to those already set up (*map, right*). Two, Adare and Wilkes, will be used mainly for studies of seismology and geomagnetism. Byrd Station, far beyond the crevasse-riddled border of Marie Byrd Land, was reachable only by a 650-mile, 18-day trip by tractor from Little America V, the fifth station to bear the name the late Admiral Byrd gave his first base. With Ellsworth, it will be used primarily for glaciology studies and the determination of how much of the world's weather originates in the Antarctic.

Perhaps the most dangerous venture was the establishment of the Amundsen-Scott Station at the South Pole itself. The only practical

approach was by air, and the first crew (*below*) made the historic flight up Beardmore Glacier last October. Though the surface looked flat enough, the dense snow was ridged with hummocks, and the ski-equipped plane made a rough, quick-stopping landing. After an hour's stay, during which the men put up a radar antenna and a U.S. flag, the plane blasted from the bumpy surface in a jet-assisted take-off.

Later, work teams, with the help of a tractor, leveled a strip, and Navy and Air Force planes, flying in sudden storms that obliterated the horizon and gave pilots the impression of hanging suspended in a milk bottle, made 65 polar sorties. They brought in everything from sled dogs to high fidelity sets for the winter base.



POLAR CREW, after the first landing, are John P. Strider (*left*) and Radioman William A. Gumbie Jr.

POLAR PILOT, Lieut. Commander Conrad Shinn (*left*), stops at Liv station on return to McMurdo.



CONTINUED



POLAR BRIEFING is given Seabees before leaving McMurdo to erect polar camp. At camp site, Lieut.

Richard Bowers (addressing men) took 120 sightings on sun to be sure he was at exact South Pole.



IN MESS HALL THEY BUILT AT AMUNDSEN-SCOTT

A SNOWPROOF

Twenty-four Navy Seabees (*top, left*) were flown in to construct the South Pole station. Work in the intense cold (-30°F.) and high altitude (10,350 feet) of the polar plain was exhausting and to begin with the men could work only a few hours without rest. Much of their transport work was done by sled dogs, which were also edible in case there was an emergency.

Although some of the supplies needed for the erection of the seven-building encampment (*left*) were landed on the airstrip, much more material, including an eight-ton tractor, was dropped by parachute from Air Force cargo planes too heavy to land safely. The bearded

SOUTH POLE STATION is photographed from the air after the final party was left there for the winter. In all, 760 tons of equipment were needed for base, which included laboratories, barracks and mess hall.



SOUTH POLE STATION, BEARDED SEABEES CELEBRATE ANTARCTIC CHRISTMAS WITH CAROLS. TURKEY DINNER, CHRISTMAS TREE WERE DROPPED BY PARACHUTE

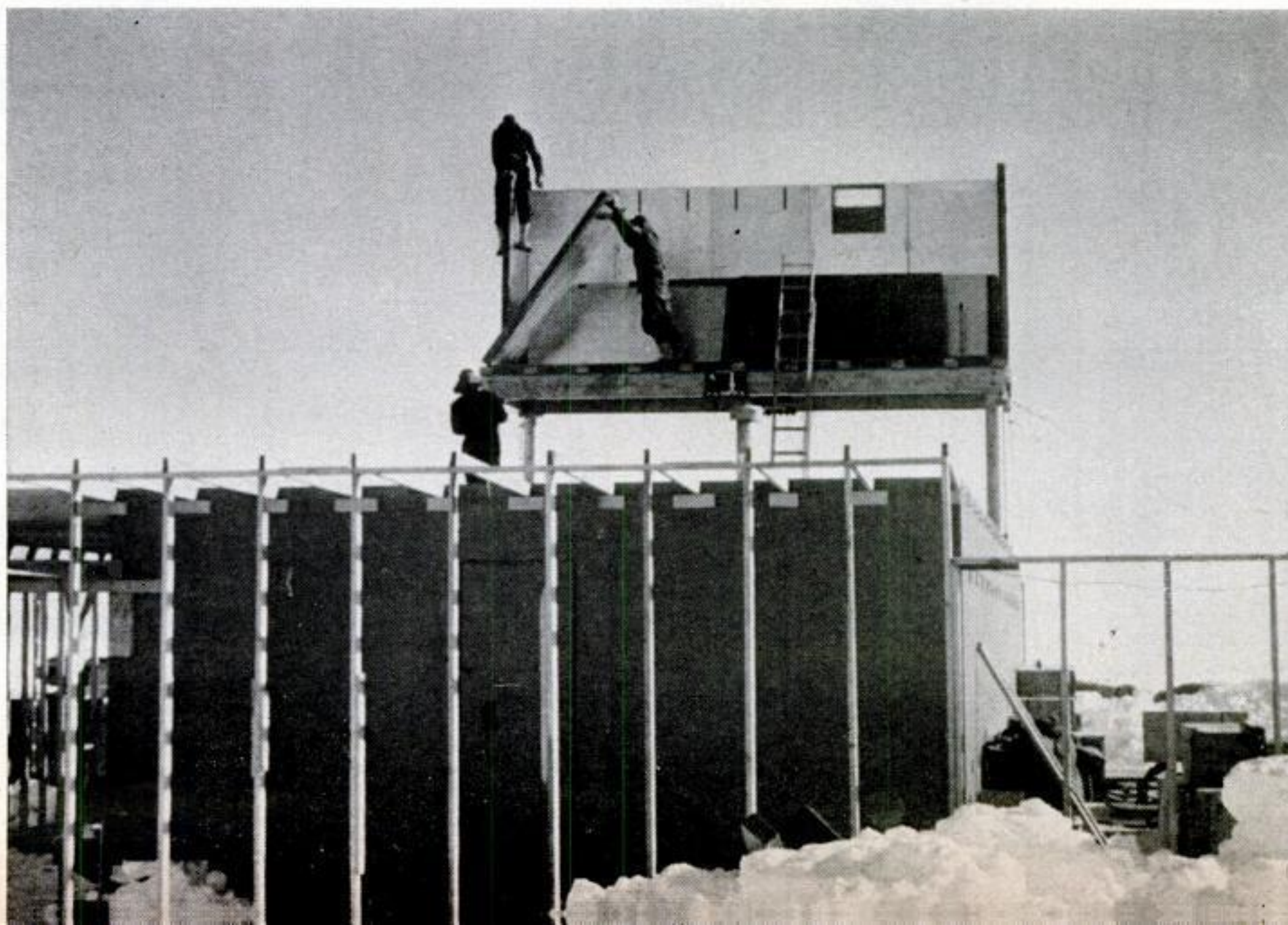
WINTER BASE AT THE BOTTOM OF THE WORLD

builders did the backbreaking job in six weeks.

The winter at the bottom of the world (it will be summer in the Northern Hemisphere) will be a rigorous one for the 18 men left behind. In the group will be four meteorologists, two glaciologists, an auroral physicist, an ionospheric physicist and a geophysicist. Though they have washing machines and showers and the heated buildings are connected by tunnels for protection and for greater sociability, they face almost 12 months, six of them dark, before they are relieved—months in which the paralyzing winds will pile snow to the rooftops and the temperature may drop to -120° .

AURORA TOWER is constructed on top of another building so that it will project through the winter snows. Here scientists will get readings on aurora australis, Antarctic equivalent of aurora borealis.

CONTINUED





POLAR COMMANDER, Lieut. (j.g.) John Tuck, 24, will be in charge of the Amundsen-Scott base during the year-long operation. Spending his second

winter in Antarctica, Lieutenant Tuck, a Phi Beta Kappa graduate of Dartmouth, will work on writing master's thesis on geography during the long polar nights.

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RIDING A HORSE-DRAWN WAGON WITH A FOUR-POSTER ON IT, NEWLYWED FREYS AND SOME SCHOOLCHILDREN ARE PARADED THROUGH RITTMAN STREETS

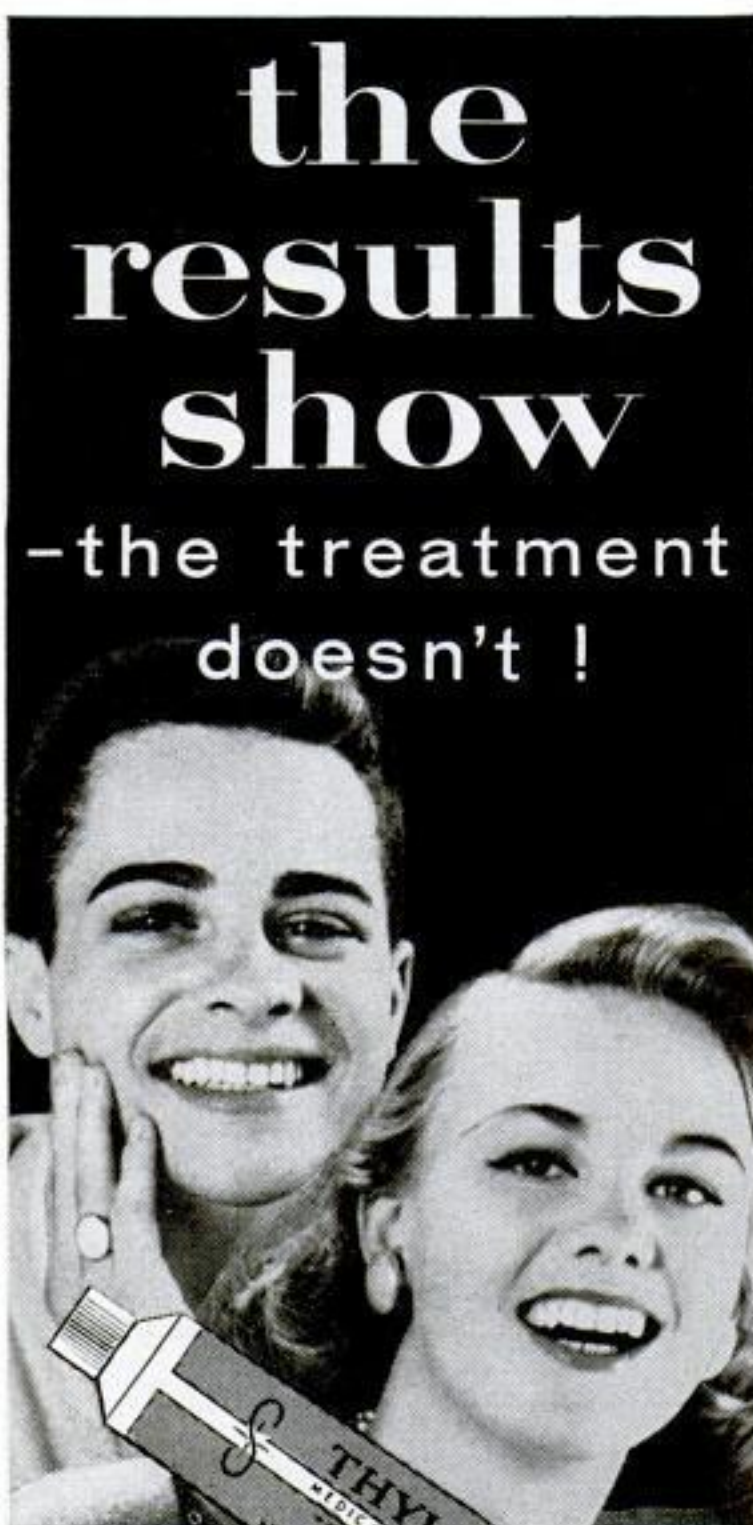
A Noisy Belling for a Bridal Pair



TRIO OF YOUNG BELL RINGERS CLANG A RACKET OUTSIDE THE FREY HOME TO ROUSE THE OCCUPANTS

The American equivalent of the French *charivari* is usually a "shivaree." In Rittman, Ohio it is a "belling"—but the difference is only in the name and noise, as Russell Frey found out when he came back from his honeymoon.

Mr. Frey, 52-year-old publisher of the *Press* and a leading citizen of Rittman, had counted on a quiet evening at home with his bride, Mary Jane. Instead, city officials, Frey's friends and throngs of schoolchildren, rattling bells and beating drums, descended on his home. In bathrobes and slippers the newlyweds were routed out by the police who carted them off to jail for disturbing the peace. Released, the Freys were paraded around town (*above*), then taken to a dance where they were presented with a bogus bill to pay the fiddlers and to buy soft drinks and ice cream for their tormentors.



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IN JAIL, locked in separate cells by Police Chief Charlie Heffelman, the Freys held hands through bars and he

drank from a tin cup used by prisoners. Handcuffs they wore to jail were removed when they entered cell block.



ON TRIAL, the Freys were charged with "permitting or suffering clamor and noise" on their premises. Prosecutor

added that they did not even serve food in a friendly way to revelers. Town's mayor found the Freys guilty.



SERVING SENTENCE—to show up at American Legion Hall and join an open-house party given in their honor—

the Freys swirl around the floor. Before going there Frey stopped at his newspaper office to edit story on his arrest.

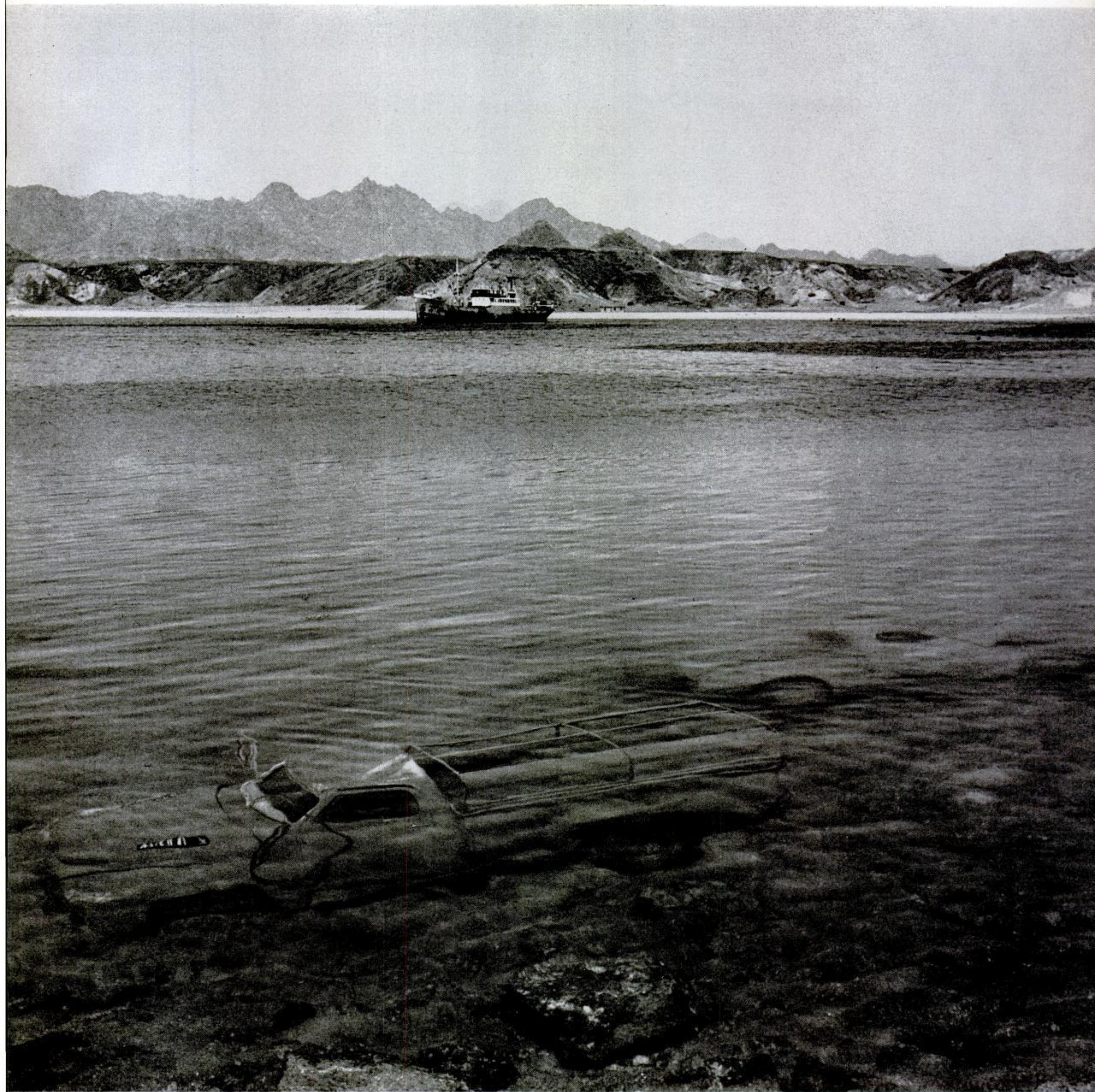
Suit by Marquise



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AN UNDERWATER REMINDER OF A WAR

In the wake of every war, departing armies leave odd evidence of their adventures. Beneath the crystal waters of the Gulf of Aqaba across from Saudi Arabia lie a pair of left-overs of the world's latest war. They are Egyptian trucks, probably Russian models sold by the Soviets and captured by the Israelis.

As the Israeli army was loading its equipment to pull out of Sharm el Sheikh, the trucks got stuck in the sand of the loading area. Unable to move them to the evacuation ship, the Israelis jettisoned them, leaving in full sight for the Egyptians on their return a taunting reminder of the occupation.



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